

AIMA News

AIMA'S MONTHLY E-MAGAZINE

M A N A G E M E N T T I M E S

MARCH 2021



Dear Readers,

It gives me great pleasure to present the next issue of AIMA News.

The past few weeks have been busy at AIMA as the organisation continued to reach out to aspiring and practicing managers through its various services and programmes.

AIMA organised an online programme - HR Playbook to Reimagine the New World Order - where industry and domain experts shared ideas and innovative strategies for tackling the new paradigms in a post Covid world. AIMA President Mr Harsh Pati Singhania delivered the inaugural address while Programme Chairman, Mr SY Siddiqui gave the introductory remarks. Over several sessions, various other eminent speakers shared examples and case studies on how organisations' modified their HR strategy and processes to deal with the impact of the pandemic. Brief details are carried inside.

Taking its initiative in providing a platform for India based Case Studies and Research further, the AIMA India Case Research Centre (ICRC) organised the first AIMA Case Writing Competition & Conference in association with AICTE and EFMD recently. The Inaugural session was addressed by Dr Anil D Sahasrabudhe, Chairman, AICTE and the keynote address was delivered by Mr Pranjal Sharma, Economic Analyst, Advisor & Book Author. Several renowned Indian and International academicians and thought leaders addressed the two day conference, which also witnessed presentation of close to 60 case studies for the AIMA Case Writing Competition.

AIMA's hugely popular LeaderSpeak Series continued to gain traction with the roll out of the fortieth programme in the series. Mr Claude Smajda held an insightful session on 'Global Business and Economic Outlook: The Implications for India', chaired by Mr Harsh Pati Singhania. Separately, a special session on 'Strategic Patience - How India can rise to the China challenge', chaired by Dr Ganesh Natarajan was also organised. The diplomatic and economic experts at the session discussed the altered relations between India and China, triggered by various incidents over the past few months. Both programmes witnessed participation in large numbers with viewers joining through Zoom, Facebook, Twitter and YouTube.

In addition a book launch session was organised with Mr R Gopalakrishnan on his book series on Shapers of Business Institutions, co-authored with faculty members of S P Jain Institute of Management Research - Dr Vidyut Lata Dhir, Mr M Suresh Rao and Prof Tulsi Jayakumar. The programme, chaired by Mr P Dwarakanath, was very well attended and received.

Building on its close collaboration with the Local Management Associations, AIMA's reinitiated its popular Shaping Young Minds Programme (SYMP) in a digital avatar. The 77th SYMP was organised virtually last month, in collaboration with the Calcutta Management Association. Over 1500 students and young professionals heard inspiring success stories and learnt critical life lessons from self-made achievers. The speakers who addressed them included Mr Sanjeev Bikhchandani and Mr Deep Kalra, with Mr Jimmy Tangree and myself as session chairs respectively.

Brief reports can be found inside along with other updates on the Corporate Management Olympiad, 24th National Student Management Games and AIMA YLC sessions. During the period AIMA continued to offer its education programmes to aspiring and practicing managers; and its testing and assessment solutions to students and leading organisations & institutions.

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management.

I hope you enjoy this issue of AIMA News and look forward to your feedback and suggestions.

Warm Regards

Rekha Sethi
Director General

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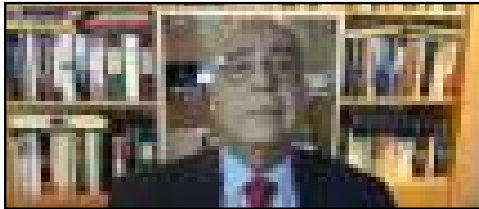
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AIMA HR Playbook to Reimagine the New World Order



(L-R) Mr Harsh Pati Singhania, President, AIMA and Vice Chairman and Managing Director, JK Paper Ltd; Mr SY Siddiqui, Chairman – AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd.; Ms Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Network and Ms Rekha Sethi, Director General, AIMA

AIMA organised an online programme - HR Playbook to Reimagine the New World Order programme on 12th-13th March 2020. Mr Harsh Pati Singhania, President AIMA & Vice Chairman & Managing Director JK Paper Ltd delivered the inaugural address. The programme was chaired by Mr SY Siddiqui, Chairman – AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd. and Ms Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Network was the Programme Director. The welcome address was delivered by Ms Rekha Sethi, Director General, AIMA.



Mr TV Mohandas Pai, Chairman, Manipal Global Education Services



Mr P Dwarkanath, Former Chairman, Glaxo Smithkline Consumer Healthcare Ltd



Swami Bodhananda ji, Chairman, Sambodh Foundation INDIA & The Sambodh Society Inc. USA

The two day programme focused on the new paradigms in which businesses have to operate these days, as the pandemic has reset the world order and business processes. The sessions focused on case studies and hands-on experiences on how organisations modified their HR strategy and processes to deal with the impact of the pandemic on their business.

Some of the other eminent speakers included Mr TV Mohandas Pai, Chairman, Manipal Global Education Services; Mr P Dwarkanath, Former Chairman, Glaxo Smithkline Consumer Healthcare Ltd.; Mr Suresh Dutt Tripathi Former Vice President, HRM, Tata Steel;

Ms Rachna Mukherjee, CHRO, Schneider Electric, India and South Asia; Mr Piyush Mehta, Chief Human Resource Officer, Genpact; Mr Raj Raghavan, Senior Vice President & Head of Human Resource, Indigo (InterGlobe Aviation Ltd); Ms Prajakta Kanaglekar, Senior Director- Organisation & Talent Development Leader, Flipkart; Mr Prince Augustin, Executive Vice President- Group Human Capital & Leadership Development, Mahindra & Mahindra; Mr Nathan SV, Partner & Chief Talent Officer, Deloitte India; Ms Emrana Sheikh, Enterprise HR Head – India & South Asia, Johnson & Johnson; Ms Mahalakshmi R, Head HR India



Mr Suresh Dutt Tripathi, Former Vice President, HRM, Tata Steel



Mr Prince Augustin, Executive Vice President- Group Human Capital & Leadership Development, Mahindra & Mahindra

– Mondelez International; Mr Rajen Jaswa, Instructor, University of California, Santacruz; Mr Rajeev Dubey, Principal Advisor, Mahindra & Mahindra; Mr PV Ramana Murthy, Former Executive Vice President & Global Head HR, Taj Hotels; Mr Rajkamal Vempati, Head – Human Resources, Axis Bank; Mr R Anand, Principal Consultant & Advisor – HR, HCL Technologies Ltd and Swami Bodhananda ji, Chairman, Sambodh Foundation INDIA & The Sambodh Society Inc. USA.

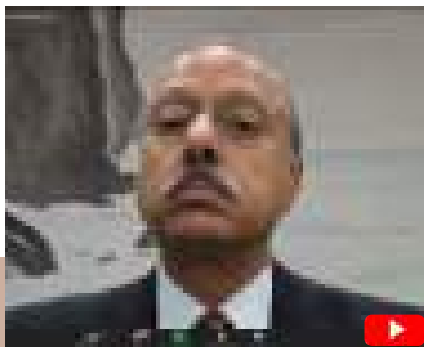


Mr Rajeev Dubey, Principal Advisor, Mahindra & Mahindra

LeaderSpeak Session

The fortieth LeaderSpeak session on the theme ‘Global Business and Economic Outlook: The Implications for India’ was held on 12th March 2021 with Mr Claude Smadja, President, Smadja & Smadja Strategic Advisory, Switzerland and Former Managing Director of World Economic Forum-WEF. Mr Harsh Pati Singhania– President AIMA and Director, J K Organisation and Vice

Chairman & Managing Director, JK Paper Ltd chaired the session. This session focused on the emerging industry trends and their adaption to the new norms and the probable government actions that will be key in launching the economy on a sustainable recovery path. The session was well received on various platforms of AIMA.



Mr Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd



Mr Claude Smadja, President, Smadja & Smadja Strategic Advisory, Switzerland and Former Managing Director of World Economic Forum-WEF

Case Writing Competition & Conference 2021



(L-R) Mr Anil D Sahasrabudhe, Chairman, AICTE; Mr Rajan Saxena, Chairman, AIMA- India Case Research Centre, Former Vice-Chancellor, NMIMS University, Mumbai; Dr. Raj Agrawal, Director, AIMA-CME and Mr Pranjal Sharma, Economic Analyst, Advisor & Book Author

AIMA India Case Research Centre (ICRC) organised the first Case Writing Competition & Conference in association with AICTE and EFMD on 30th – 31st March 2021. The Inaugural session was addressed by Mr Anil D Sahasrabudhe, Chairman, AICTE and the keynote address was delivered by Mr Pranjal Sharma, Economic Analyst, Advisor & Book Author.

Some of the other eminent speakers included Mr Charles Dhanaraj, University of Denver; Mr Rajan Saxena, Chairman, AIMA- India Case Research Centre, Former Vice-Chancellor, NMIMS University, Mumbai; Mr Bhimaraya Metri, Chairman-AIMA Board of Studies & Director, Indian Institute of Management, Nagpur; Mr Ajit Balakrishnan, Chairperson, Rediffmail.com; Mr Rishikesh T Krishnan, Director, IIM Bangalore;

Mr N R Parasuraman, Director & Professor–Finance, SDMIMD; Mr Zeljko Sevic, Former dean and advisor to the Board UMM Malaysia; Mr Syed Zahoor Hassan, Professor, Suleman Dawood School of Business, Ex VC LUMS, Lahore; Mr Piyush Sinha, Director, Advisory and Research at CRI, Ex-Professor, IIM-A; Mr Dinesh Kumar Professor, chairperson, Data Centre and Analytics Lab, IIM Bangalore and amongst others.

During the conference, 58 case studies were presented in six concurrent sessions, which were reviewed by 24 jury members. The learned jury selected 3 cases as winner case studies and 10 case study received the certificate of Excellence and 5 case study were awarded the certificate of Merit. The Best Case Study was awarded to Ms Amrita Bihanic & Mr Nimit Thaker



Mr Zeljko Sevic, Former dean and advisor to the Board UMM Malaysia



Mr Rishikesh T Krishnan, Director, IIM, Bangalore



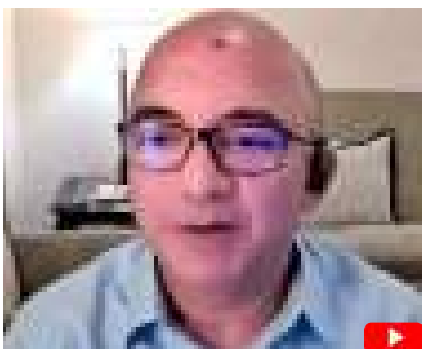
Mr Bhimaraya Metri, Chairman-AIMA Board of Studies & Director, Indian Institute of Management, Nagpur

for their case study titled Conflictorium- Museum of Conflict which included a cash award of Rs. 1 lakh and certificate.

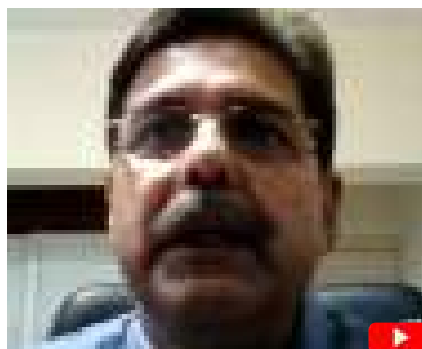
The Second Best Case Study was awarded to Dr Satish K Nair & Mr Anay Mashruwala for their Case Study titled

The Powerhouse Behind “Powertree” which included a cash award of Rs. 50,000/-. The Conference was attended by 940 faculty & professionals from over 500 B-schools and university departments through various social media platforms of AIMA.

Young Leaders Council



Mr Rajeev Peshawaria, President, Leadership Energy Consulting, Singapore



Mr Vikram Bapat, Leadership Energy Consulting & YLC Mentor

as Usual’ on 19th March 2021. Mr Rajeev Peshawaria, President, Leadership Energy Consulting, Singapore was the speaker and Mr Vikram Bapat, Leadership Energy Consulting & YLC Mentor was the session moderator. The session was very interactive with a new perspective on New Age leadership and focused on reflecting on how different approaches to leadership has evolved to the present and

YLC organised an online session on the theme ‘Open Source Leadership - When There is No More Business

what would be the best leadership model in future. The session was very well received by the participants.

Special Session

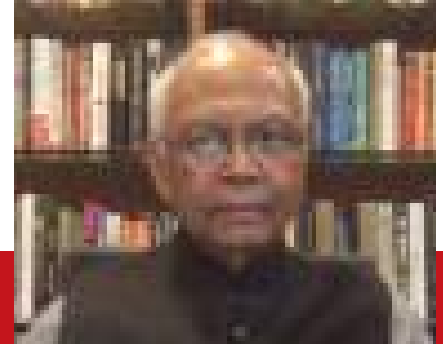
Strategic Patience - How India can rise to the China challenge



Dr Ganesh Natarajan, Chairman - 5F World



Dr Vijay Kelkar, Indian Economist and Academician



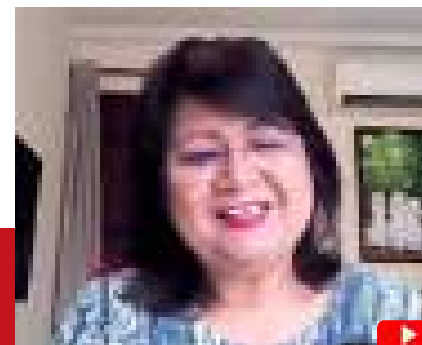
Dr R A Mashelkar, Former Director General, Council of Scientific and Industrial Research

AIMA organised a special session on the theme ‘Strategic Patience - How India can rise to the China challenge’ on 5th April 2021. The session was chaired by Dr Ganesh Natarajan, Chairman - 5F World. Mr Gautam Bambawale, Former Indian Ambassador to China and Pakistan; Dr Ajit Keshav Ranade, President and Chief Economist - Aditya Birla Group; Dr Ajay Shah, Research Professor of Business - Jindal Global University were the other panelists. Dr R A Mashelkar, Former Director General, Council of Scientific and Industrial Research

and Dr Vijay Kelkar, Indian Economist and Academician also joined the session. Ms Rekha Sethi, Director General, AIMA welcomed and introduced the speakers. The session discussed important aspects - how through the incidents over the last one year, China has tried to threaten India’s territorial and security interest. There was a strong belief amongst the panelists that relations between India and China have changed drastically, which may not be reversible.



Mr Gautam Bambawale, Former Indian Ambassador



Ms Rekha Sethi, Director General, AIMA



Dr Ajit Keshav Ranade, President and Chief Economist - Aditya Birla Group



Dr. Ajay Shah, Research Professor of Business - Jindal Global University

It was also discussed, how it is important for India not to become China-less but become less of China, as it may not be possible to ban China completely. India also needs to identify areas where China has huge dominance, work towards to build and strengthen its own standards to combat China. India must prepare both a defensive and offensive strategy and look to diversify the global value chain. The session was very well received on various social media platforms of AIMA.

Corporate Management Olympiad



their competencies & achievements and encouraged to compete for corporate glory.

200 teams from both PSU and Private sector competed over various rounds of Case Study, Business Modelling, Quiz and Business Simulation Competitions. Companies like Galaxy Surfactants, Tata Steel, HPCL, NTPC, NSPCL, SAIL, GAIL, NLC, Cholayil, EIL, ONGC, PowerGrid, Pepe Jeans, V Gaurd, IOCL, L&T Heavy infrastructure and many others participated in the Olympiad.

AIMA organised its 3rd Corporate Management Olympiad online between 9th-11th March, 2021. The goal of the Corporate Olympiad was to create a platform for managers to exchange thoughts, ideas and skills in a spirit of healthy competition, where individuals and corporates are recognised and feted for

Team Indian Oil Corporation emerged as the champions. Ms Anju Susan Alex of V Guard & Mr Deepak Taneja of Indian Oil Corporation won the Ms & Mr Olympiad titles respectively. The programme was very well received by the participants.

PRAGATI

CELEBRATING ACHIEVEMENTS OF WOMEN

19th May (2:00 PM – 6:30 PM)
20th May (10:00 AM – 1:15 PM)
ONLINE

Choose to Challenge: Scale Heights

About the Conference

Drawn from UN International Women's Day Social Media Campaign Theme 2021 - "Choose to Challenge", Pragati 2021 aims to be a congregation of the young women professionals to challenge themselves, to develop and rise. The two day program aims to share Best Practices in the New Workplace in the spirit of competition and also host a National All-women Quiz.

The conference is designed as a Mentoring Program with an attempt at 'Polishing the Diamonds' and "Tapping the Strength within".

Panel Discussion followed by Competitions

Session 1 - Inspiration : Learnings through Experiences

Session 2 - Empower Yourself : Be Your Best Version

Special session on 'Financial Planning for New Age Women' and 'Impact of AI and Automation on Careers'

Competitions

- Women's Quiz
- Best Practices Competition

Participation Fee

Program	1 Team /Case/Delegate	2 - 3 Teams /Cases/Delegates	4+ Teams /Cases/Delegates
Case Study Presentation (Per Case)	INR 15000	INR 12500	INR 10000
Women's Quiz (Per Team)	INR 10000	INR 9000	INR 8000
Conference Only (Per Delegate)	INR 2500	INR 2000	INR 1500

GST will be additional

- Multiple nominations are welcome from one entity
- 10% discount for AIMA Member companies / institutes
- 10% discount for companies nominating teams for both the competitions
- Online registration is also available, please visit www.aima.in

Conclave Chairperson

Ms Veena Swarup Former Director – HR, Engineers India Ltd

For more details and registration, please contact

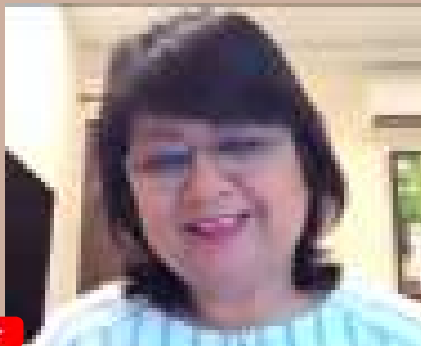
Poonam Rawat, Manager – CMD
M: +91 9818381229, E: prawat@aima.in

Special Session and Book Launch

Shapers of Business Institutions



Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons and Past President, AIMA



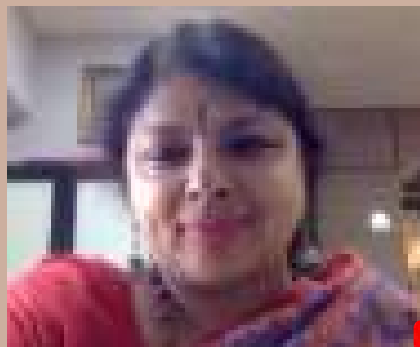
Ms Rekha Sethi, Director-General, AIMA

the second set of books included How Deepak Parekh Grew HDFC Group Exponentially by R. Gopalakrishnan & Vidyut Lata Dhir; How Harsh Mariwala 'Groomed' Marico by R. Gopalakrishnan & M. Suresh Rao and How Uday Kotak Built A Valuable Indian Bank by R. Gopalakrishnan & Tulsi Jayakumar. Mr R Gopalakrishnan and the co-authors shared the highlights from this book series that explored the shaping of long-

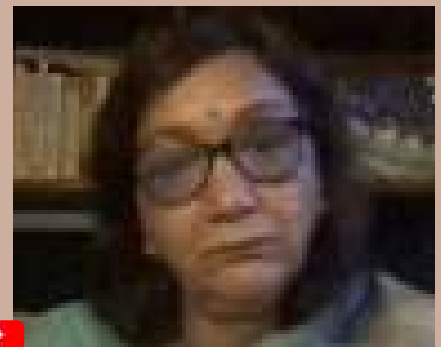
AIMA organised a special session on Shapers of Business Institutions with Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons, Past President, AIMA on 25th March 2021. The session was chaired by Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd. Ms Rekha Sethi, Director-General, AIMA delivered the welcome address and announced the virtual release of the book.

The session was based on the books authored by Mr R Gopalakrishnan along with Faculty Members of S P Jain Institute of Management Research – Dr Vidyut Lata Dhir, Mr M Suresh Rao and Prof Tulsi Jayakumar. This was a series of six volumes of his new book 'Shapers of Business Institutions'. The first three books in this series were released in March 2020 and

standing Indian business organisations by visionary business leaders and how two business leaders with radically different management styles embed values and practices into the corporation through their thoughts and actions. The session was very well attended over various platforms of AIMA.



Prof Tulsi Jayakumar, Professor of Economics and Chairperson, Family Managed Business at SPIJMR



Dr Vidyut Lata Dhir, Behavioural Scientist and Professor in Leadership, Organizational Behaviour and Design Thinking, S.P. Jain Institute of Management and Research (SPJIMR)

Shaping Young Minds Programme

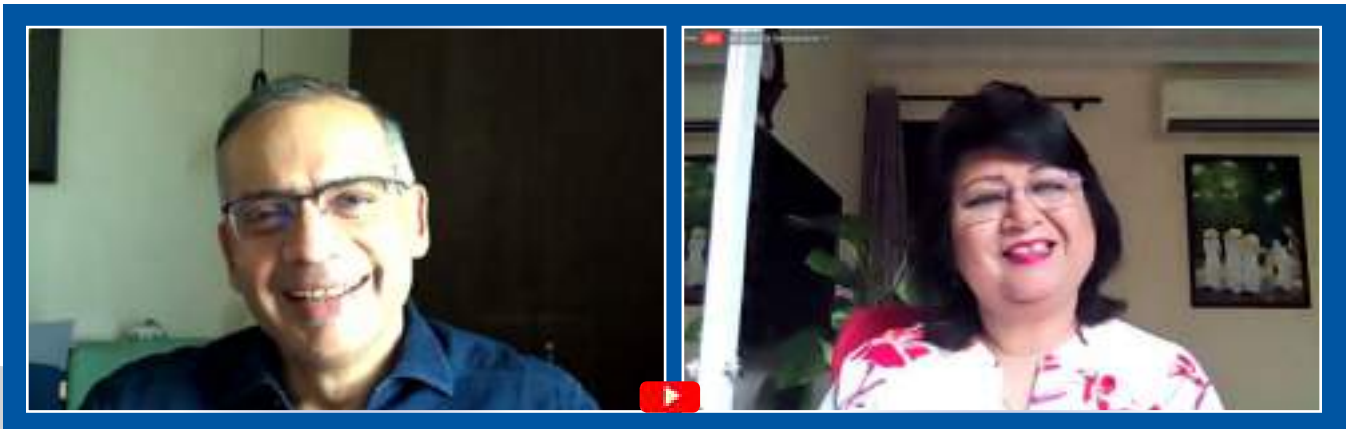


Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Info Edge India Limited and Mr Jimmy Tangree, Head, 91.9 Friends FM, Kolkata

Over 17 years, AIMA has been running a very unique programme for young people called the ‘Shaping Young Minds Programme (SYMP)’. The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes and failures.

Given the pandemic, an online version of the Shaping Young Minds Programme in collaboration with the

Calcutta Management Association was conducted on 13th March 2021. The speakers who addressed included Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Info Edge India Limited with Mr Jimmy Tangree, Head, 91.9 Friends FM, Kolkata as session chair and Mr Deep Kalra, Founder & Group Executive Chairman, Make My Trip Limited with Ms Rekha Sethi, Director General, AIMA as session chair. Over 1500 students and young professionals attended the session on various social media platforms of AIMA.



Mr Deep Kalra, Founder & Group Executive Chairman, Make My Trip Limited and Ms Rekha Sethi, Director General, AIMA

24th National Student Management Games

The 24th Student Management Games (SMG) popularly known as 'Chanakya' is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the last 23 years in the country. The year the 24th SMG 2021 competition was held online across 4 regions in West, South, West, and North and the National Finals was held on 3rd April 2021.

'Chanakya' is a computer-based simulated game that sensitises and strengthens business acumen in students where participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by 'Chanakya.' This year more than 100+ teams



participated in the competition and Pacific Institute of Management, Udaipur bagged all the top 3 positions i.e National Champion, National Runner Up and National Runner Up II.

Special offer for AIMA Members

Complimentary Pass for TiEcon 2021



AIMA is partnering with TiE, a global nonprofit spread across 61 chapters in 15 countries, dedicated to foster tech and tech-enabled entrepreneurship. The TiE Silicon Valley chapter is hosting their annual flagship event, TiEcon 2021 to be held virtually on May 6-8 2021 with about 10,000 attendees. TiEcon's audience includes technology entrepreneurs, enterprise executives, government dignitaries, technology professionals, and venture capitalists.

As part of this partnership, TiE Silicon Valley has extended complimentary access for the valued members of AIMA for TiEcon. Register now by going to www.tiecon.org/register and use discount code AIMA to get your complimentary tickets.

You can also apply for special programs like **TiE50 Awards, Expo, Startup Bootcamp, Mentor Connect, VC Connect**. Startups can also apply to present to their biggest customers: Chief Data Officers, Chief Marketing Officers, and Chief Information Officers by **expressing interest** in **CXO Forum** participation.

Fine Dutch Treat

The van Witzenburgs are a middle-aged Dutch couple. Wim has taken early retirement from his job as a leading physicist; Agnes has always been a homemaker, having brought up three fine children, all international citizens. Daughter, married to a Spaniard, lives in Belgium; elder son and his American wife are in God's own country and the younger boy has married an Indian! They have a lovely house in Schoorl, about 60km from Schiphol airport. With hardly 4000 inhabitants this charming village sits on a heavily wooded dune area, 4 km from the coast.

The Witzenburgs lead a full life - working probably harder than ever before. Tending to a large garden full of exotic flowers, fruits, vegetables and herbs, turning out great meals, cycling upto 100 km a day, skating on the frozen canals of De-Rijp - another charming village with a town hall dating back to 1630, quaint houses and draw bridges - maintaining e-mail contact with the children. The modest couple are forever ready to help - repairing a bicycle in the well appointed workshop or fixing a broken buckle on a guest's suitcase belt or resoling the daughter-in-law's Italian shoes or mending a child's shirt... they keep themselves busy, indeed very busy and yet always cool, calm and unruffled.

Recently, on a business trip to Europe, I spent a wonderful weekend with them.

On a gorgeous Saturday morning, I accompanied Richard - the younger son - and his wife to the nearest big town of Alkmaar which offers the bicycle lovers of this country options from 700 to 5000 guilders and is always busy.

We selected one but Richard had some trouble getting enough cash from the ATM, so he called his father; Wim readily agreed to come with his card. Meantime, another ATM yielded fruit and so, before pappy arrived, we had paid. As I was chiding junior to be ready for a lecture, Wim arrived. He heard the son's story, said he

had enjoyed the 12 km cycle ride and started back without as much as a wrinkle on his fine brow.

Their garden has many fruit plants. However, most of it is eaten by snails. They won't use any pesticides because that would poison the snails and in turn the birds eating them. How could they upset the ecological balance! After all he cycled everyday, for 20 years, to his laboratory 13 km from home.

I was given a lovely guest room and made very comfortable.

Agnes cooked marvelous Indian meals - painstakingly learnt from a Madhur Jaffrey Book. We would sit by the fireplace and talk, late into the night, about our work, our families, see their wedding photos and feel really close. The post-breakfast coffee sessions on the patio, luncheons near the lily pond, walking up the dunes to the look-out point were just the things my overworked system needed to unwind.

After lunch, one day Agnes proposed a cycling trip to the coast "just 4 km away." Not wanting to be a damp squib I agreed although secretly dreading the trip - last I cycled some distance was 34 years ago. Surprisingly I made it; I really didn't feel tired and it was a very refreshing trip. On the return however Indu, the daughter-in-law, skidded and fell down.

For several minutes she lay prostrate on the road. Then she got up and walked a few steps leaning on the cycle. Agnes was a very concerned mother. Her eyes showed genuine love for a daughter and she held the young girl just as her own mother would have done. I know, because Indu is my daughter.



*by Krishan Kalra
Past President, AIMA*



AIMA
ALL INDIA MANAGEMENT ASSOCIATION

Chanakya

Business Simulation

Growing Business Should Now
Be The Tendency In The Competition

30th National Management Games (NMG - 2021)

About National Management Games (NMG)

NMG is a unique platform for Corporate Managers to experience the thrill of Managing Business in competitive mode. It is one of the most awaited and prestigious annual event based on Business Management Simulation, organised by AIMA. The participants get exposed to the intricacies of running a company with focus on resource management, market trends, cost analysis, product positioning, production planning, inventory control etc.

Standard Slab - Participation Fee

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 32,000 per team	₹ 35,000 per team
4 – 6 Teams	₹ 28,000 per team	₹ 30,000 per team
7 Teams & above	₹ 26,000 per team	₹ 28,000 per team

Premium Slab - Participation Fee (With Extra Training)

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 42,000 per team	₹ 45,000 per team
4 – 6 Teams	₹ 38,000 per team	₹ 40,000 per team
7 Teams & above	₹ 36,000 per team	₹ 38,000 per team

• For online registration, please visit <http://simulation.aima.in>

Dates and Regions

All Rounds will be conducted Online

REGIONS	ROUNDS	DATES	
Western Round (Online)	Training Round, Prelim Round, Regional Final	2 June – 5 June	
Eastern Round (Online)	Training Round, Prelim Round, Regional Final	14 June – 17 June	
Southern Round (Online)	Training Round, Prelim Round, Regional Final	21 June – 24 June	
Northern Round (Online)	Training Round 28 June	Prelim Round 1	29 – 30 June
		Prelim Round 2	2 – 3 July
		Prelim Round 3	6 – 7 July
	Northern Regional Final		8 July
Grand Finale : 10 July, 2021 (Online)			

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Companies Should Do More to Normalize Career Breaks

by Carol Fishman Cohen | April 06, 2021



HBR Staff/Mutlu Kurtbas/Getty Images

Summary.

LinkedIn recently took steps to make it easier for people who take extended career breaks to better represent that time on their profiles. This is one step on normalizing such breaks. But companies can do more — and one step they should consider is better promotion and categorization of return-to-work programs.

In late March, LinkedIn announced that its drop-down menus for creating a profile will now include “Stay at Home Parent” and other designations to indicate that someone spent time away from the traditional workforce. The move came after recent criticism that some of the networking platform’s format

requirements — such as the convention that every job title be followed by an employer — were insensitive to people who took breaks from paid employment. Following a pandemic-induced exodus from the workforce of more than two million women, this issue has never been more relevant.

LinkedIn's move is an enormous step toward normalizing employment breaks as a common part of a career path. The significance of this development for the millions of people who have struggled to explain a resume gap cannot be overstated. By doing this, LinkedIn, which has become the world's arbiter and marketplace of resumes and work histories, is recognizing and even validating the decision to take a career break and then relaunch back into the professional world.

In many ways, this is a milestone event worth celebrating — but more needs to happen.

For years, I've been working with employers to build and expand their return-to-work programs in order to hire and reintegrate professionals after career breaks and have chronicled their progress. Most of these programs are "returnships," structured as paid, internship-like experiences that include mentorship and programming. More recently, we've also seen "direct hire" programs emerge, which retain the mentoring and programming elements, but instead of a short-term stint, the participants are hired as employees from day one.

These programs began on Wall Street nearly 20 years ago as a way to correct the gender imbalances that plagued the finance field as women advanced to more senior roles. By the end of 2014, five major Wall Street and financial services firms had established return-to-work programs, and by 2015 the tech sector got into the act with the launch of the STEM Reentry Task Force. Today 34% of the Fortune 50 have

their own, in-house return-to-work programs, with the typical returnship program "conversion rate" averaging over 80% (meaning four in five participants are hired at the end of the program).

The next step that needs to happen involves better promotion and categorization of these programs. Many are hard to find on employer job search sites. Some are listed as "internships," which are confusing to mid-career candidates (and sometimes lead students to mistakenly apply).

Just as LinkedIn introduced new designations for individuals to categorize their work status, the drop-down menus employers use to post jobs on job boards should have "return-to-work program" as a standard, pre-populated option. This change would confirm the broad acceptance that return-to-work programs have achieved, but more importantly, eliminate confusion about what exactly is being offered, who is eligible to apply, and the intentions of the employer for those accepted.

Here's the call to action for employers: if you run a return-to-work program or are anticipating introducing one, ask the company that runs your online job listing platform to change their pre-populated, standard drop-down menus for categorizing an open role to include "return-to-work program" among the choices. This change would further cement the normalization of career breaks as part of career paths, and it would further reduce the stigma and hesitations about hiring high caliber professionals who take career breaks.

Disclosure: iRelaunch co-leads the STEM Reentry Task Force with the Society of Women Engineers.

About Author:

Carol Fishman Cohen is the CEO and Co-founder of career reentry firm, iRelaunch. Her TED talk "How to get back to work after a career break" has over 3.5 million views and has been translated into 30 languages. She is the author of the Harvard Business Review article "The 40-Year-Old Intern" and writes regularly for HBR on career reentry topics.

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The Power of Values in Uncertain Times

Now is not the time to stop setting goals — it's the time to start setting goals that feel right.

March 10, 2021 | by Beth Jensen



The tumult of 2020 is finally behind us, but uncertainty persists for many people. Social isolation still weighs us down. Companies continue to downsize. Financial concerns compound. Surely we can't be blamed for putting our future goals on hold.

There's no better time than right now to identify your core values, envision a future you truly want, and start taking the steps to get there. | iStock/Peopleimages

Tempting as that may be, such a pause is the wrong thing to do now, said Laura Bunch, a coach and program facilitator with Stanford GSB's Career Management Center, who recently presented the seminar "Clarifying Your Values and Vision for a Fulfilling 2021" to alumni interested in resetting their personal and career goals. Re-evaluating the plan for your future,

she says, is one of the best things you can do for yourself at this moment.

"Planning is challenging when you don't know what two months from now is going to look like, and for a lot of people, that becomes a barrier to allowing themselves to think about their future," Bunch says. "We need to understand that grounding yourself in your values and your

vision is actually a powerful way to navigate uncertainty.”

Unlike other goal-setting programs that focus entirely on the end result, a vision approach is especially effective because it first considers the personal values critical to an individual’s happiness, then gives guidance on visualizing a future that incorporates those values.

Use these techniques to stay focused on your personal and professional journey — even when the path seems blurry.

Reconnect with What You Value

Most of us have spent the past year in a permanent reactive state created by the onslaught of challenges delivered in 2020, Bunch says. Revisiting your core values can break that cycle.

“Asking ‘What are my values? What’s meaningful to me?’ helps clarify who you are and what you want for the future,” she said. “It gives you back some control, and that can be incredibly empowering.”

Bunch suggests brainstorming your values by thinking about moments in your life that you recall as “peak experiences” — times you felt aligned, invigorated, energized, and connected. “Generally, when you’re having a peak experience, you feel completely alive and fulfilled, because your values are being honored,” she says. “For one person, it could be the first year they worked on their startup with two or three really close-knit founders, when there was a strong sense of mission and challenge. For someone else, it could be the time they gave a keynote speech at a conference and were viewed as a leader and recognized for using their voice.”

Share your experience with another person, or write the details that come to you, then find what values are reflected by that story. Narrow your list of values to the five to ten that most deeply resonate with you, and use a scale of one to ten to ask yourself well how you’re currently honoring each of those values. If personal development is a core value for you, and you feel that number is a three, odds are good that you feel unsatisfied with something.

Prioritize Those Values

Once you’ve identified your essential values, take steps both immediately and over the next year to encourage their expression in your life. If you want to boost your creativity, for example, seek out new knowledge that interests you in books, podcasts, or virtual classes, and see where your new insight leads you. Or consider beginning a blog where you could share your writing and ideas. At work, resolve to boost your curiosity by asking more questions without fear of looking stupid. Simply working to adopt more positive emotions — such as gratitude and inspiration — have been found to help broaden a person’s thinking, which allows them to see more possibilities and think more creatively.

Imagine Your Future

Our personal values can steer us toward the life we want, but getting there requires envisioning that future. Whether it’s visualizing a new job, the publication of your book, or a successful move to another country, imagining that success — in as much detail as possible — provides the focus and motivation necessary to achieve it, Bunch says.

“There’s a lot of research that shows that visualizing your ideal future is almost like

preparing and training your brain to get there," she says. "The goal is to allow yourself to be creative and unrestrained, and that effort can focus either on a particular dream of yours or a full picture of what your life looks like in the future."

The "WOOP" visualization technique can be an especially effective tool, because it allows you to visualize yourself overcoming inevitable obstacles as you imagine your eventual success.

W – Wish

I want to have a job I love.

O – Desired Outcome

I am more fulfilled and satisfied.

O – Obstacle

I avoid networking for fear of not being qualified enough.

P – Plan

I will contact three new people a week and, by the end of the month, apply to one job that makes me feel uncomfortable. If I start to feel

"not good enough," then I will take three deep breaths, stay present, and remember my wish.

Think Small to Go Big

Once you've identified your core values and envisioned your future, it may be time to take action on a goal, but you should resist the temptation to tackle everything at once. Rather, focus on micro-actions that break your effort into achievable bits. If the goal is to run two miles a day, for example, begin by laying out your workout clothes the night before and walking for ten minutes at a time. Then, congratulate yourself.

"A big part of realizing your goals is having the mindset of celebrating small steps and being your own cheerleader," Bunch says. "If you don't take action, everything remains theoretical. But if you move into action and have self-compassion, who knows what will happen? Your vision may evolve, your goals may evolve. But you're moving out of reactivity and inertia, and taking action on goals that are aligned with what matters to you. And that's what it's all about."

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With a vision to be a leader in Management Development AIMA facilitates individuals and organisations to realise their potential. And in its endeavour to shape the management destiny of the new age India, AIMA has constituted **YOUNG LEADERS COUNCIL** for young leaders. A non-lobbying platform to mentor and nurture young leaders for the next wave transformation.



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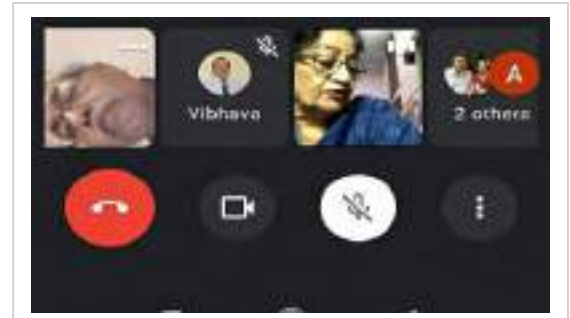
For other information and membership please contact: **Rajni Yadav – Assistant Director**

Young Leaders Council, All India Management Association Management House, 14 Institutional Area, Lodhi Road, New Delhi – 110003

Tel : 011-24645100, 43128100 Ext : 157 | Mob : +91-9845833645 | E-mail : ryadav@aima.in | Website : <https://ylc.aima.in>

Allahabad Management Association

Allahabad Management Association organised a webinar on 8th March on 'Critical Analysis of Budget 21' through Google meet with speaker Dr Alka Agarwal, Former Dean, Dept. of Commerce University of Allahabad and head of Women advisory Council and an expert on budgetary propositions. She deliberated in an articulate way on the economic projections of the government and the ways to cover the fiscal deficit. The session concluded after an interactive Q/A session where 35 members registered their presence.



Dr Alka Agarwal, Former Dean, Dept. of Commerce, University of Allahabad



Mr. Rajiv Bhaduria addressing AMA members and students during the workshop

AMA organised a workshop on 19th March on the topic 'New Age Leadership for 21st Century' with speaker Mr. Rajeev Bhaduria, Ex-Director, Head-HR, Jindal Steel and Power. He explained in a very simple manner that the time is changing exponentially from past mechanical to a digital world, where leadership and decision making structure in different scenario has to be very precise. It was a balanced workshop to justify that we are into the new age and the learner - leaders will survive. It was primarily a knowledge session followed by Q/A. Around 45 student members and 15 executive members participated in the workshop.

Baroda Management Association

Women Conference

BMA organised online conference on 6th March on the theme 'Women and Wealth Generation in the New World Order' Unchanged New Paradigm to recognise International Women's Day. There was a participation of around 150 participants across USA, UK, and India and grand success in its own way. There were 10 speakers from India as well as from outside the country. The Chief Guest for the event was Dr Shamsheer Singh, IPS, Commissioner of Police, Vadodara and the keynote speakers were Mr. H. Madhavan, Basin Manager, ONGC Vadodara and Mr Randhir Chauhan, Managing Director, Netafim Irrigation India Pvt Ltd.



The Chief Guest, Dr. Shamsheer Singh, IPS, Commissioner of Police, Vadodara, addressing the participants

Youth Conference

Baroda Management Association and Krantiguru Shyamji Krishna Verma Kachchh University jointly organised a programme on 20th March Igniting Mind Young India on the theme 'Rukna Mana Hai' designed for the youth. The speakers for the event were Mr. Suhas Patel, Key note speaker, CEO and Co - Founder of Tvarit GmbH, Germany; Mr. Kriya Doshi, Founder and CEO Think Young; Mr. Charmi Dave, Director and Founder NKC Foods Pvt. Ltd; Mr. Ankur Gor, Event Management Tulip Touch and Mr. Prashant Gade, Founder and CEO, Inali Foundation. The session was attended by more than 400 participants.



Chairman of IMYI Kshitij Banker, VP of BMA; Mr. Hemant Shah, President of BMA; Ms Minaxi Vaishnav, Professor; Dr Jayarajsinh Jadeja; Mr Suhas Patel; Mr G M Butani, Hon. Secretary of BMA Nimil Baxi

Friday Evening Talks

BMA organised its evening talk on 12th March on the topic 'What about Farmer' and the speakers were Mr. Shahishan Mandal, Dy Manager; Mr. Aman Singhal, Mechanical Engineer and Mr. Kevinkumar Vasoya, Mechanical Engineer.



Talk on the topic 'What about Farmer'



Talk by Dr. Saurabh Shah

BMA organised evening talk on 19th March on the topic 'Upcoming Disruption from AI and IOT' and the speaker was Dr. Saurabh Shah.

BMA organised another evening talk on 26th March on the topic 'Design Thinking - its applicable in people, process and policies' with speaker Ms. Harini Sreenivasan .



An evening talk by Ms. Harini Sreenivasan

Bharuch District Management Association

Round Table Discussion

IT Forum of BDMA organised a round table meeting on 6th March to discuss upon various challenges and issues, latest trends and technology in the field of Information Technology. The session was attended by more than 20 IT professionals from various industries of Bharuch District. The meeting was very interactive and had well discussions on some of the crucial industry challenges.



IT Professionals at the round table discussion meeting



Glimpse of Felicitating Woman Paramedic Staff

Women's Forum

On occasion of the International Women's Day, the Women's Forum joined hands with Jan Shikshan Sansthan, Bharuch in felicitating programme of 'Women Paramedics' in appreciation of their relentless service throughout pandemic. Six women paramedics representing various hospitals of the district were appreciated with a token of gratitude for their excellent service at the occasion. The event was appreciated by all.

Women's Forum organised another webinar on 8th March on occasion of celebration the International Women's Day 2021 with Ms. Hirral Merchant, Life Coach, Numerologist and Angel Card Reader on a very innovative and interesting topic 'Intention' which is connected to our mind and at the end dominates our efforts towards our actions and goals. The session was attended by nearly 30 women and received excellent feedback.



Ms. Hirral Merchant addressing the webinar



Ms. Helly Shah addressing the 3rd 'Talent Unlimited' session

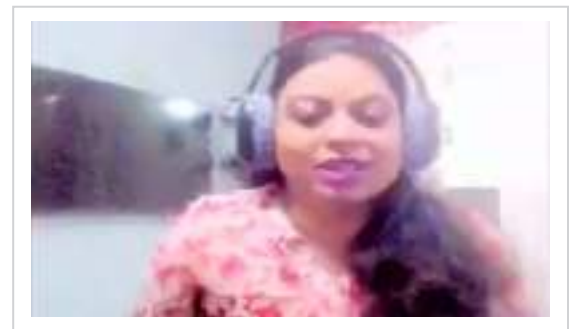
Women's Forum organised the 3rd session of its much appreciated series, 'Talent Unlimited – Power of Passion' on 27th March with guest speaker Ms. Helly Shah, a very talented poetess and storyteller who has more than 120k subscribers on Youtube. Ms. Helly shared about her journey from school competitions to becoming a professional content writer, storyteller and poetess. Her journey inspired more than 40 participants at the webinar.

Shaping Young Minds Programme

Students of Bharuch were fortunate to attend the virtual version of SYMP on 13th March offered by AIMA and hosted by Calcutta Management Association. More than 150 students participated from BDMA and got encouragement of esteemed speakers, Mr. Sanjeev Bikhchandani, Founder and VC, Info Edge India Ltd and Mr Deep Kalra, Founder and Group Executive Chairman, Make My Trip Ltd. The session was very inspiring for all the participants.

Session for Students and Youth

BDMA organised a Brainstorming session on the topic 'Create Your Dream Life – Creating Interpretation and Support your Excellence' especially for students and youth in association with IQAC of SRICT, Vataria. Ms. Nisha Jain, Corporate Trainer facilitated the session as a guest speaker. The session helped young people synchronise personal and career goals through exposure to experience and wisdom of successful people. The session was well attended by 90 attendees.



Ms. Nisha Jain addressing the webinar



CA Chintan Patel addressing the webinar

Finance Forum

Finance and Taxation Forum of BDMA organised a webinar on 27th March on the topic 'Legislative Changes with effect from 1st April 2021'. CA Chintan Patel, FCA, CPA (USA), CISA (USA), CS, DIRM, DISA shared knowledge on the topic as esteemed speaker. He covered updates of various topics in detail at the session like, 'GST', 'Companies Act 2013', 'Income Tax', 'Account and Audit amendments in line with notice dated 24.03.2021' etc. More than 50 finance professionals attended the webinar.

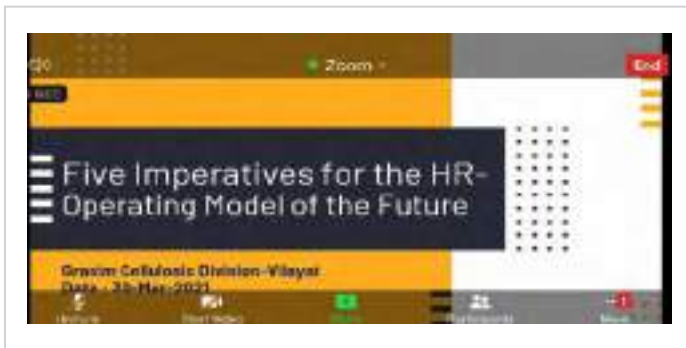
EHS Forum

EHS Forum organised a webinar on the topic 'Are We Really Serious?' with a presentation on 'Investigation Report of LG Polymer Disaster' which seemed to be an avoidable accident from the report by the speaker Mr. Rahul Raman, Principal Engineer, Kaypear Consulting. Senior field stalwarts like Mr. D. C. Choudhary, Former Director of DISH, Gujarat and Dr. Rakesh Dubey, Former Director of DMI, Bhopal were also present and appreciated EHS Forum initiatives. The session was attended by more than 50 EHS professionals.



Mr. Rahul Raman sharing his presentation

HR Forum Meet



Presentation by Mr. Subodh Gautam

HR Forum of BDMA organised its 51st meet on 30th March on the topic '5 Imperatives for HR Operating Model of the Future' by Mr. Subodh Gautam, V.P. HR, Grasim India Ltd. Cellulosic Div., Vilayat. The participants also discussed upon the upcoming conclave of HR Forum. The session was very innovative for all professionals to foresee and plan future course of action.

CSR Forum Meet

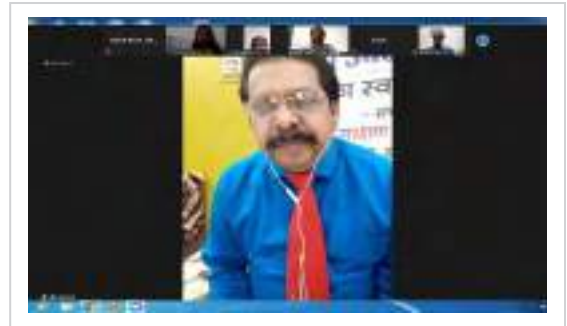
CSR Forum organised its 5th meet for sharing 'CSR Initiatives by Colourtex Industries Group'. Dr. Mahesh Vashi, Site Head of Colourtex Industries Ltd., Vilayat spoke about the value added initiatives undertaken by Colourtex group as part of CSR. The session was attended by more than 35 professionals.



Dr. Mahesh Vashi addressing the CSR Forum Meet

Bhopal Management Association

Bhopal Management Association organised a webinar on 15th March on World Consumer Rights Day on the theme 'Decoding the New Dimensions of Consumer Protection Law, 2019'. The speaker was Mr. Vijay Kumar Saxena, State Secretary, Consumer Forum, Bhopal. About 70 students of RNT University and members of BMA attended the programme. The session was attended by Mr. N.K. Chhibbar, Hon. Secretary, BMA and coordinated by Dr. Seema Kumari, Asst. Professor, Dept. of Commerce and Ms. Naish Zameer, Head, Dept. of Law, RNT University.



Mr. Vijay Kumar Saxena addressing the participants

Bombay Management Association

Webinar

Bombay Management Association conducted a webinar on 3rd March on 'Towards Effective Digital Health' by Dr. Shravan Subramanyam, President and CEO, GE Healthcare, India and South Asia and Managing Director, Wipro GE Healthcare. 68 participants attended the session.



(L-R) Session moderator, Prof RSS Mani, President BMA & VP-ITM Group and Dr. Shravan Subramanyam, President & CEO, GE Healthcare, India & South Asia and Managing Director, Wipro GE Healthcare



Mr Dhruv Chhatralia, International Mergers & Acquisitions Lawyer & Author, London

BMA conducted Friday Fundamentals on 5th March on 'Management Lessons from the Bhagvad Gita' by Mr Dhruv Chhatralia, International Mergers and Acquisitions Lawyer and Author, London. In the session, the speaker shared that in the Bhagvad Gita, Krishna defines three specific disciplines that are required for effective leadership: discipline of learning, discipline of speaking properly and discipline of equanimity. All of these disciplines are important for effective leadership. 63 participants benefited from the programme.

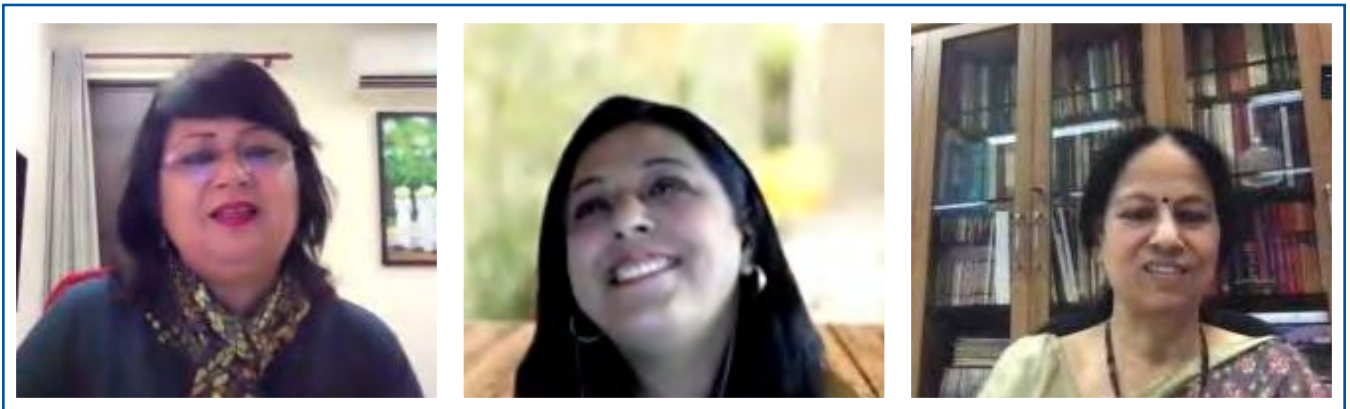
BMA conducted Friday Fundamentals on 5th March on 'Effective People Management: Lessons from Ancient Indian Wisdom' by Guru Vishaka Hari, Internationally Acclaimed, Harikatha Exponent. She mentioned leadership is about conquering the outside from the inside. It is about developing the ability to see imperfection perfectly. It was a fruitful learning session attended by 106 participants.



Guru Smt. Vishaka Hari, Internationally Acclaimed, Harikatha Exponent

International Women's Day

BMA organised a special event Woman Achievers Conclave on 8th March on the digital platform. Ms. Rekha Sethi, Director General, AIMA inaugurated the conclave and delivered an insightful talk on the topic 'Crossing the Glass Ceiling: Imagine, Believe, Perform'. Further, Ms. Maria Valles, VP-HR of Castrol and Dr. Shalini Bharat, Vice Chancellor of Tata Institute of Social Sciences were the distinguished women achievers who shared their success stories in the corporate and academic world respectively. The session was very insightful and the speakers shared their thoughts on various topics related to empowering women and shared their journey. Over 100 participants enjoyed the interactions with the dignitaries.



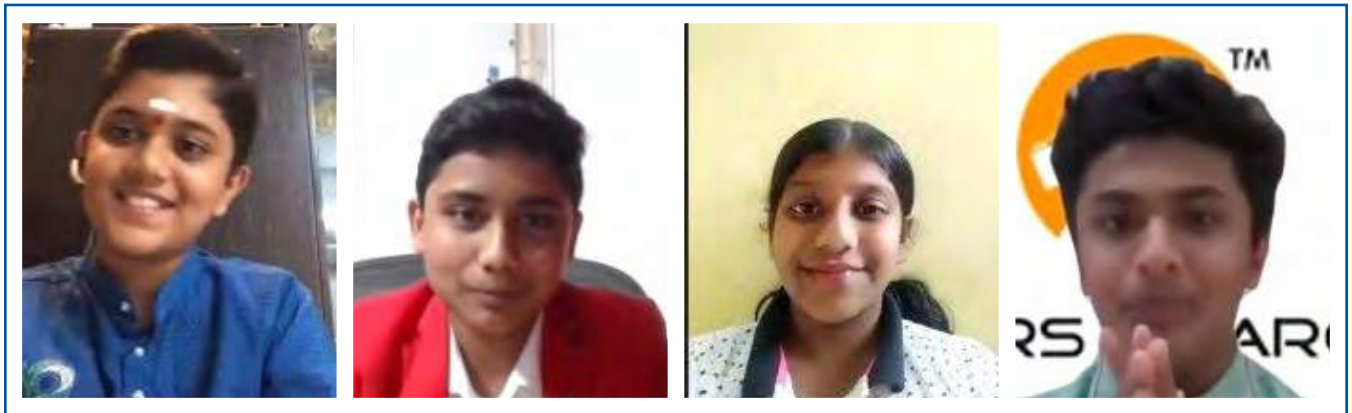
Ms Rekha Sethi, Director General, AIMA; Ms Maria Valles, VP-HR of Castrol and Dr. Shalini Bharat, Vice Chancellor of Tata Institute of Social Sciences addressing the participants



Mr. CK Ranganathan, Founder & MD, CavinKare & Senior Vice President, AIMA

BMA conducted Wednesday Wisdom webinar on 10th March on 'Building An Indian Super Brand: The CavinKare Story' by Mr. CK Ranganathan, Founder and MD, CavinKare and Senior Vice President, AIMA. The discussion was very engaging with 68 participants actively participated in the session.

BMA conducted the Young Achiever's Conclave on 12th March with four young achievers from all over India. Mr. Rahul Vellal from the field of music; Ms. Vinusha MK who is an entrepreneur; Mr. Yatharth Murthy an Anthemologist and social entrepreneur and Mr. Tilak Mehta, Founder of Paper and Parcel couriers shared their success stories on the BMA platform in a very engrossing and lucid manner and left the audience impressed with their achievements despite their young age. Over 86 participants enjoyed the interactions with the talented kids.



(L - R) Mr. Rahul Vellal, Musical Prodigy; Mr. Yatharth Murthy, Anthemologist and Social Entrepreneur; Ms. Vinusha MK, Founder, Four Seasons Pastry and Mr. Tilak Mehta, Founder of Paper and Parcel Couriers

BMA conducted its first conclave on 'Sustainable Kindness' on 17th March in digital format. The conclave highlighted the urgency for moving kindness from isolated acts to massive and lasting behavioural change. The inaugural address by Rev Daaji was truly inspirational and full of profound wisdom. The four eminent speakers, Mr. Abel Caine, Project Incharge, Kindness Matters global campaign for the UNESCO MGIEP; Ms. Nirmala Mehendale, President, World Kindness Movement & Trustee Kindness Unlimited; Dr. Prakash Fernandes, Head of Palliative Care Partnerships, Cipla Foundation and Mr. Vinod Kulkarni, Head CSR, Tata Motors Ltd shared their insights. Prof. RSS Mani, President of BMA and VP, ITM Group facilitated the session. Around 139 participants attended the session and found it very transformative.



(L-R) Rev Daaji (Mr. Kamlesh Patel); Ms. Nirmala Mehendale, President World Kindness Movement & Trustee Kindness Unlimited; Mr. Abel Caine, Project Incharge, Kindness Matters global campaign for the UNESCO MGIEP; Dr. Prakash Fernandes, Head of Palliative Care Partnerships, Cipla Foundation and Mr. Vinod Kulkarni, Head CSR , Tata Motors

BMA conducted Friday Fundamentals on 19th March on 'Stratified Systems Theory of Elliott Jaques: Introduction and Applications' by Dr. Zubin R. Mulla. In the session it was discussed that Elliott Jaques was one of the most versatile and most original management thinkers. His ideas have interesting implications for practice in diverse areas such as selection, leadership, organisation design, job evaluation, stress, and salary determination. There was a great interaction with the 88 participants who attended the session.



Dr. Zubin R. Mulla, Professor School of Management & Labour Studies, Tata Institute of Social Sciences



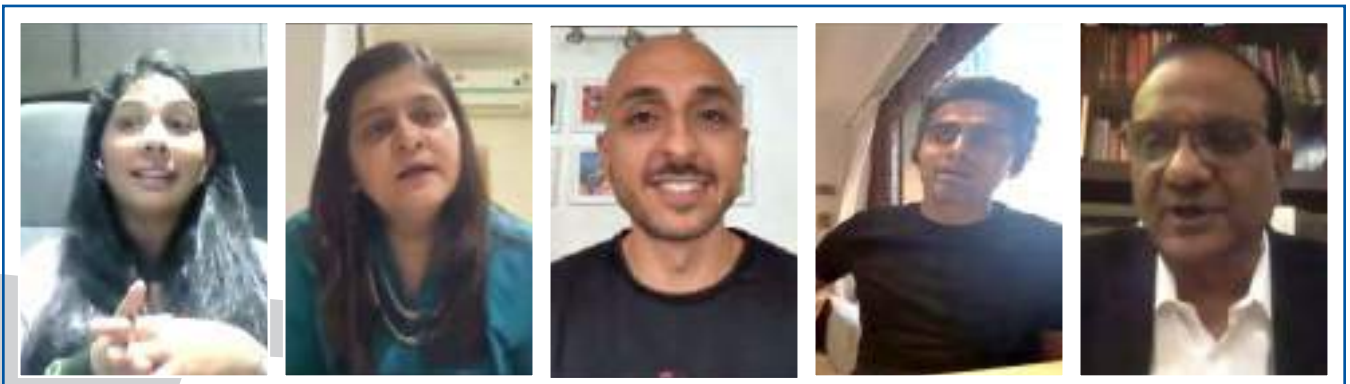
Mr. Jagmohan Rishi, Global Head- Digital Strategy & Leadership Development, Wockhardt Ltd

A session was conducted on 19th March on 'BMA HEF Industry-Academia Conclave' by Mr. Jagmohan Rishi, Leadership Coach certified by ICF -ACC and Marshal Goldsmith Stakeholder centered process. It was discussed that the influence of high-tech information delivery has dramatically changed the way teachers teach and learners learn. Technology-facilitated learning helps students and faculty in a multitude of ways. The session was attended by 58 participants.

BMA conducted the 10X Scale Up Summit on 24th March which was inaugurated by Dr. Rahul Mirchandani, CMD, Aries Agro Ltd. The four eminent speakers, Ms. Sabina Bhanpurawala, CEO and Marketing Head, Foam Home; Mr. Jai Vaswani, CEO, Pink Foods Hospitality Pvt Ltd, Founder, The J; Ms. Farhat Navlakhi Saxena, Founder, GO! Biryani; Mr. Harshil Karia, Founder, Schbang; Mr Suresh Babu K, Founder, StratBiz Advisory Services LLP shared their wisdom on the various aspects of entrepreneurship. The session was facilitated by BMA President, Prof RSS Mani and valedictory address was delivered by Mr. Vijay Jalan, Former President, BMA. 96 participants attended the session.



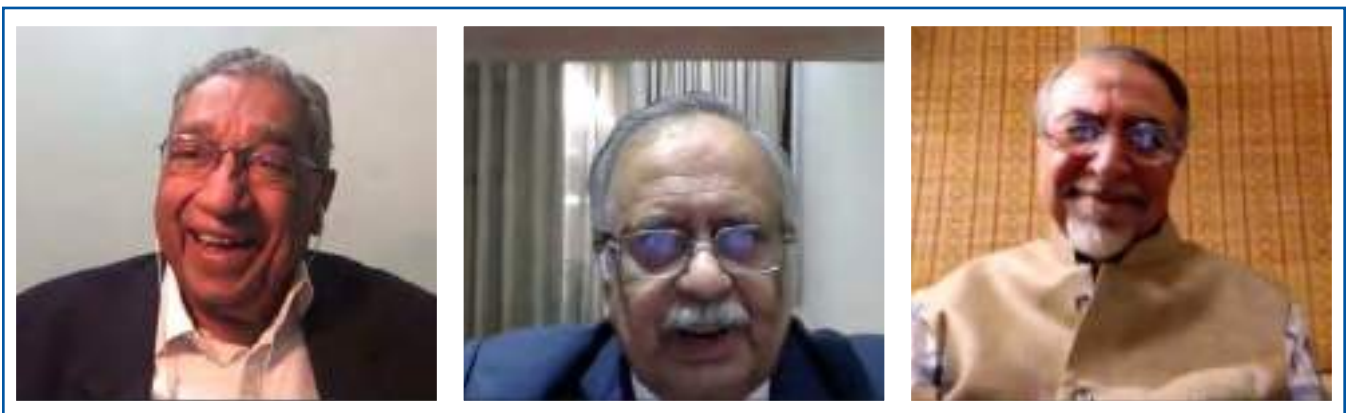
Dr. Rahul Mirchandani, CMD, Aries Agro Ltd



(L-R) Ms Sabina Bhanpurawala, CEO & Marketing Head Foam Home; Ms Farhat Navlakhi Saxena, Founder, GO! BIRYAN; Mr Jai Vaswani, CEO, Pink Foods Hospitality Pvt Ltd Founder, The J; Mr Harshil Karia, Founder, Schbang and Mr Suresh Babu K, Founder, StratBiz Advisory Services LLP

Book Launch

BMA had a very unique Friday Fundamentals session, an Online Book Launch of 'Customer Value Starvation Can Kill' on 26th March by the renowned Mr. Damodaran, Ex-Chairman, SEBI, UTI, IDBI. Mr. Walter Vieira, President, MAS and Mr. Gautam Mahajan, President, Customer Value Foundation, the authors of 'Customer Value Starvation Can Kill' shared their insights about the book. The session was facilitated by Prof RSS Mani, BMA President and a special message by the eminent marketing Guru Prof. Philip Kotler was played at the end of the session. 91 participants attended the programme.



(L-R) Mr Walter Vieira, President, MAS(eminant management consultant); Mr M Damodaran, Ex-Chairman, SEBI, UTI, IDBI and Mr Gautam Mahajan, President, Customer Value Foundation

12th HEF Annual Convention

HEF conducted the 12th edition of its Annual Convention jointly with Bombay Management Association and ITM Business School, Navi Mumbai on the theme 'Future of Work: Competencies, Challenges, Preparedness and Roadmap'. The inaugural address was delivered by Dr. Bhimaraya Metri and followed by an interesting panel discussion facilitated by Prof RSS Mani. The session was well attended by academicians, students and executives from industry with 127 participants.



Dr. Bhimaraya Metri, Director IIM, Nagpur; Mr. Sanjay Muthal, ED Konepore Leadership & Business Solution; Prof RSS Mani, President BMA; Dr. Jawahar Surisetty, Advisor to Govt; Ms. Uma Rao, VP HR Ashok Leyland; Mr. Ashwin Bhadri, Founder & CEO, Equinox labs; Dr. Laxmi Mohan, Director, ITM Business School

BMA conducted a session on 27th March on Digital leadership by Ms. Deepali Nair, Chief Marketing Officer for IBM in India & South Asia. She is also a podcast host to a successful series called 'Being CEO with Deepali Nair'. 65 participants attended the engaging session.



Ms. Deepali Nair, Chief Marketing Officer for IBM



Padma Vibhushan, Dr R Chidambaram addressing the participants

BMA conducted Wednesday Wisdom webinar of the financial year on 30th March with the distinguished speaker, Padma Vibhushan, Dr R Chidambaram presently the DAE-Homi Bhabha Professor in BARC. Dr. Chidambaram made important contributions to many aspects of our nuclear technology. He spoke on the important theme of 'Sustainable Development towards a Knowledge Economy' and enthralled the audience with his wisdom and deep insights on the subject. 76 participants attended the session and immensely benefitted from the same.

Calcutta Management Association

Shaping Young Minds Programme

CMA conducted Shaping Young Minds Programme on 13th March digitally. It was the first online SYMP and attended by more than 1500 participants from all across the country. The session had two speakers Mr Sanjeev Bikhchandani, Founder and Vice-Chairman, Info Edge India Ltd and Mr Deep Kalra, Founder and Group Executive Chairman, Make My Trip Ltd who were in conversation with Mr Jimmy Tangree, Head, 91.9 Friends' FM and Ms Rekha Sethi, Director General, All India Management Association. The event was considered as a big success in every sense. The video of the event is available at <http://bit.ly/ACSYPYPT>



(L-R) Mr Jimmy Tangree; Mr Sanjeev Bikhchandani; Mr Deep Kalra & Ms Rekha Sethi addressing SYMP

Management Excellence Awards

CMA organised Management Excellence awards, the first physical-cum-digital programme of CMA on 26th March in continuation of its efforts to create new platforms to encourage, recognise and honour management practices and management professionals in the country and in West Bengal. The awards were presented in the following categories, Business Leadership, Corporate Leadership, Emerging Leader, Innovation Excellence, Institutional Excellence, Public Service, Lifetime Achievement and Management Hall of Fame. The winners were Mr Prahalad Rai Agarwala, Chairman, Rupa and Co Ltd; Mr Sajan Kumar Bansal, Managing Director, Skipper Ltd; Mr Sandeep Kumar, Managing Director, Tata Metaliks Ltd.; Mr Kaushik Roy, Managing Director, Phillips Carbon Black Ltd.; Ms Rochita Dey, Director, Sreeleathers; Mr Ravi Kant Sharma, Founder and CEO and Mr B L Mittal, Founder and Executive Chairman, Sasta Sundar Marketplace Ltd.; Dr Sanghamitra Bandyopadhyay, Director, Indian Statistical Institute, Calcutta; Dr Apurba Ghosh, Director, Institute of Child Health, Kolkata and Mr Aniruddha Lahiri.



The winners during the CMA Management Excellence awards

Coimbatore Management Association

Interactive Session

Coimbatore is full of family-run businesses, breaking the trend, three friends have joined hands to set up business ventures. The triumvirate has been successfully running the businesses under the banner 'Gem Equipments (P) Ltd for the past 37 years, thereby becoming trail blazers. Coimbatore Management Association organised an interactive session on 19th March with them at PSG Institute of Management, Coimbatore. Mr. G. Ravichandran, Technical Director said that that he along with two of his friends—Mr. K.P. Manoharan, Managing Director, and Mr. C. Raviselvan, Commercial Director used to meet in a local tea shop to discuss their proposed venture. Mr. Ravichandran said that initially, it was a playful and carefree attempt. Now, the company can boast of an annual turnover of Rs 75 crore, with representation in most states and Metros and warehouses in Mumbai and Delhi. CMA President, Mr. Jayakumar Ramdass delivered the welcome address and CMA Secretary, Dr. Nithyanandan Devaraaj proposed the vote of thanks.



The speakers addressing the session

Monday Musings

Coimbatore Management Association organised virtually a presentation on 1st March on the topic 'Post-Covid-Converting Challenges to Opportunities' by Mr. Chandramoorthy Thirukannapiran, an International Human Resources Executive. The speaker said that solutions slip through the fingers because we fail to diagnose the problem at hand. He said that due to the pandemic, his company East West Seeds is doing much better now than the previous years by adopting the digital route and achieved 103% sales during the pandemic. Treasurer of CMA Dr. N. Raveendran introduced the guest speaker and CMA President, Mr. Jayakumar Ramdass while addressing vote of thanks hailed the presentation as very impressive one, providing lot of insightful ideas. The session was moderated by Joint Secretary, Dr. Prashant R.Nair.



Talk by Mr. Chandramoorthy Thirukannapiran

Dr. Shilpa Shah, Director of Swasti Lifestyle Medicine and Naturopathy Clinic, Coimbatore gave a lecture on 8th March on the topic 'Sync yourself with Nature for Healthful life'. Dr. Shilpa stated that our body is designed to follow the Circadian Rhythm, that is, to go to bed early and rise early and offered some valuable tips to lead a healthy life. She strongly advocated regular physical exercises, moderate eating and sticking on to natural cycle to stay healthy. CMA Managing Committee member, Dr. V. Srividya gave the welcome address and President CMA, Mr. Jayakumar Ramdass, Secretary, Dr. Nithyanandan Devaraaj and Joint Secretary, Dr. Prashant R.Nair spoke highly about the presentation.



Talk by Dr. Shilpa Shah



Talk by Mr. U.K. Ananthapadmanabhan

CMA organised a presentation on 15th March on the topic 'Emerging trends in Digital Transformation of Healthcare Industry' as part of its Super Special Session of Monday Musings programme by Mr. U.K. Ananthapadmanabhan, Director, Tenxhealth Technologies, Coimbatore. Mr. Anandapadmanabhan said that Cloud computing is the foundation for digital transformation and it has made all the differences in the healthcare sector. The speaker mentioned how digital technology is transforming health care providers.

CMA President, Mr. Jayakumar Ramdass in his introductory remarks said that digital transformation is happening in all fields and the healthcare sector is not far behind. Past President of CMA, Dr. O. A. Balasubramaniam proposed the vote of thanks and CMA Joint Secretary, Dr. Prashant R. Nair moderated the session.

Mr. Nishit Kapadia, Partner, GMS, Tax, BSR & Co LLP, Chennai and Mr. Ashish Gupta, Chartered Accountant gave a speech on the significance and impact of the 'New Labour Code' in the Monday Musings programme on 22nd March organised by CMA in association with All India Management Association. Past President of CMA, Mr. P.M. Jegatheesan gave introductory remarks and Secretary, Dr. Nithyanandan Devaraaj proposed the vote of thanks.

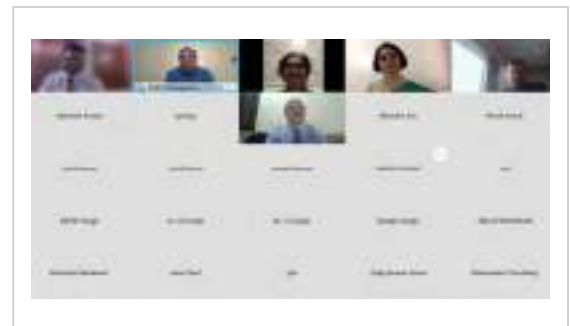


Talk by Mr. Nishit Kapadia

Delhi Management Association

Workshop

DMA organised a workshop on 'Artificial Intelligence-The Game Changer Series' on 20th March virtually. Ms. Chhavi Prabhakar, Co-Founder and CEO, Global Indian Solutions and Chairperson, DMA Finance Committee welcomed the eminent speakers, Mr. Nilanjan Roy, Founder and Advisor, Greenmen Environment Services; Dr. Kamal Gulati, Associate Professor, Amity University; Ms. B K Sokhey, Director, Finance, NBCC and Co-Chairperson, Finance Committee and the fellow participants.



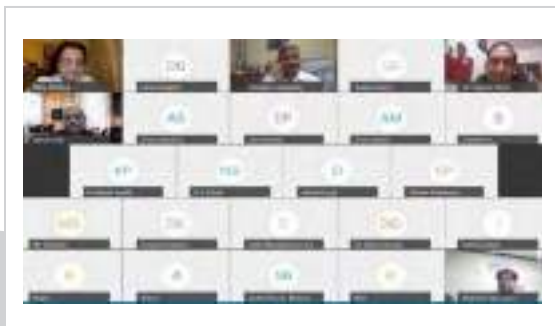
Speakers and participants during the workshop

Dr Kamal Gulati shared AI and its applications in transforming lives and work practices, raise efficiency and safety levels and provides enhanced service levels with robotics approach. Mr. Nilanjan Roy shared how can AI and humans can work together, leveraging on the strength of each rather than be in competition.

The session was moderated by Prof. Dr Narinder Bhasin, Banking and Insurance, Amity University. Ms. B K Sokhey, Director, Finance, NBCC and Co-Chairperson, DMA Finance Committee also shared her views with the participants. In the vote of thanks Mr. Rajan Pandhi, Director, DMA thanked the eminent speakers for sharing the insightful picture of impact of Artificial Intelligence.

Webinar

DMA organised a webinar on 'HR Analytics for Business Decisions' on 27th March via Webex. The expert panel consisted of Mr. Bimal Rath, Founder and Managing Director, Think Talent Services; Mr. Ramesh Soundararajan, Partner, Culstran Consulting LLP and Mr. Rajendra Kumar Senapati, VP and Head HR, Odisha Power Generation Corporation Ltd. Mr. Debasis Satapathy, GM-HR, NBCC and Co- Chairperson, HR



Speakers and participants addressing the webinar

Committee of DMA introduced the members of the expert panel, the facilitator for the event, Dr. Mita Brahma, Advisor - Strategic HR, NIIT and Chairperson, DMA, HR Committee and the fellow participants.

The event was held in an interactive mode by Dr. Brahma, wherein she asked questions to the panel. Mr. Soundararajan commented that HR members were nowadays much more familiar with advanced excel and business intelligence tools like Tableau. Dr. Mita asked about data driven behaviours among senior management members. Mr. Bimal Rath said that he was seeing much more usage and organisations had become more agile and transparent. They were now more data driven. Mr. Senapati contributed examples of usages in public sector undertakings and government organisations. Dr. Yogesh Misra, President, DMA, presented the closure remarks. He commended the panel on being so contemporary in its thought process Mr. Rajan Pandhi, Director, DMA delivered the vote of thanks. The session was attended by 50 participants.

Ghaziabad Management Association

Ghaziabad Management Association organised its 31st National Convention on 28th March over virtual platform on the theme 'Atmanirbhar Bharat – Journey ahead'. The inaugural session was graced by Mr. CK Ranganathan, CMD, Cavinkare Pvt Ltd and Sr. Vice President, AIMA as the Chief Guest and BK Shivani didi, a spiritual speaker as the keynote speaker.

The chief guest's message of creating the habit of reading, always keeping yourself updated and professionally competent as the first requirement, necessary R & D, buying things made in India were very important for developing local manufacturing capability and to retain the profits within the country were extremely inspiring. BK Shivani didi maintained that if we need to create an Atmanirbhar Bharat, we will have to ensure that we ourselves are not situational dependent but become emotionally strong independent. There were 10929 delegates during the convention represented by various reputed industrial houses, management institutes, engineering colleges and other professional bodies and students. The other distinguished speakers were Mr. Dilip Chenoy, Secretary General, FICCI; Mr. Richard Rekhy, Board member, KPMG, Dubai and Dr. Himanshu Rai, Director, IIM, Indore.



Mr. CK Ranganathan, CMD, Cavinkare Pvt Ltd and Sr. Vice President, AIMA



BK Shivani didi addressing the participants



CA. (Dr.) Rakesh Chharia, President, GMA addressing 31st National Convention



Mr S. K. Tiwari, Hon'ble Secretary, GMA and Mr Richard Rekhy, Board member, KPMG, Dubai



Dr Sapna Rakesh, Director, IMS, Ghaziabad and Dr Himanshu Rai, Director, IIM, Indore



Mr Dharmendra Singh, Sr Vice President, GMA

Hyderabad Management Association

SDP

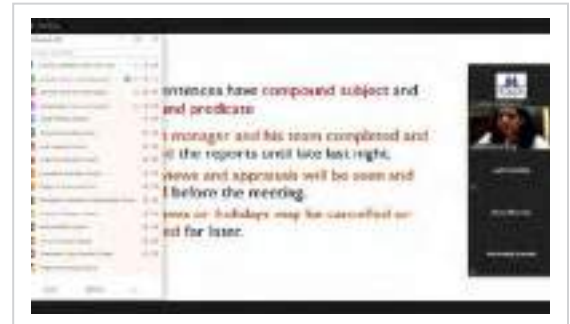
The Student Development programme on the topic 'Cyber Crimes and Women' was conducted on 2nd March for students of St Joseph's Degree and PG College, Hyderabad. The Convenor of SDP, Mr. Jaywant Naidu read out the President's message of Hyderabad Management Association. The session was taken by Mr. S. Harinath, ACP-Cyber Crimes, Rachakonda, Commissionerate. Mr. Harinath spoke about the different Cybercrimes that were commonly prevalent in this fast-paced internet and social media world. He gave examples of many practical cases which came up before the Cybercrimes department and cautioned that the perpetrators included boys and girls. Prof. Vandana Samba and Prof. Vani coordinated the programme on behalf of St Joseph's Degree and PG College, Hyderabad.



ACP Harinath addressing the students

Industry Readiness Programme

HMA conducted Industry Readiness Programme for MBA and BBA students on 6th March on the subject Communication (writing) and on 7th March for the subject Communication (reading) by Ms. Jayanthi Shivakumar. Ms. Jayanthi apprised students about the importance of written communication which included the art of writing Emails. She also explained about the way in which any communication should be read.



PPT by Ms Jayanthi Shivakumar

On 13th March, the speaker Mr. Amar Chegu took a session on 'Working in Teams' where he explained the need for forming teams to be successful in any business project or office work. He also made use of 'Breakout rooms' on Zoom application to give a mini practical experience to students about the manner to go about and understand the basic rules of team work.



Mr. Tirumal Reddy addressing the session

On 14th March, Mr. Tirumal Reddy took a session on 'Effective Communication-Practitioner perspective'. Mr. Reddy explained to students about how effective communication makes a big difference in bringing about success in an organisation.

Prof. Tulika Sharma took sessions on 20th March on the subject Communication (listening) and on 21st March for the subject Communication (speaking). She explained how it was important for management professionals to always listen keenly and speak with all facts on record.



Ms. Tulika during the session



Prof Dhananjay addressing the session

On 28th March, Prof. Dhananjay Singh took a session on 'Personal Branding' and spoke about 'You are your own brand'. Prof. Dhananjay spoke about the need for every individual to understand their strengths and come out with their own way and style within given parameters. He explained that branding and promotion were totally two different aspects. Branding happens over a period of time and has much to do with consistency.

Online Student Development programme was organised for MBA students of CMR College of Engineering and Technology, Medchal on 27th March on the topic 'Needs to Drive Life Successfully' by Mr. Ashish Mittal, Group CHRO, Sreenidhi Educational Group, Hyderabad. The session gave an insight to students on the different areas of developing skills of effective communication, effective meetings, effective leadership, conflict resolution, problem solving strategies, stress management, time management, presentation skills and transition management. Prof. Kotishwar and Prof. Alekhya coordinated the programme on behalf of CMR College of Engineering and Technology.



Online SDP on the topic 'Needs to Drive Life Successfully'

HMA Annual Awards 2020-2021

48th Annual Awards Ceremony was held on 19th of March following all COVID norms. The Chief Guest for the event was Dr. Ms. TAMILISAI Soundararajan, Hon'ble Governor for the Telangana State and Hon'ble Lieutenant Governor of Puducherry and Guest of Honour, Mr Sumit Deb, Chairman and Managing Director, NMDC Ltd. Hyderabad along with the President, Mr. Sanjay Kapoor presided the event. Before the event, there was a musical recital by Mr. Jaywant Naidu and Company. All the awardees received the golden coloured statuette, inscribed 'Yoga Karmesu Kausalam' which means 'Yoga is skill in action'.



Musical recital by Mr. Jaywant & Team



Dr. Ms. TAMILISAI Soundararajan, Hon'ble Governor addressing the participants

Indore Management Association

Centre of Excellence

Indore Management Association organised a session on 4th March on the topic 'Qualities of an Innovative Leader'. The facilitator for the session was Mr. Ajay Jain, Strategic Execution Mentor, Country Head, All Martan E-commerce Company.



Mr. Ajay Jain and participants during the session

Indore Management Association organised a session on 24th March on the topic 'Adapting to the inevitable – Change' by Mr. Abhishek Mishra, Sr. Facilitator and Training Consultant.



Mr. Abhishek Mishra during the session

Student chapter

IMA Student Chapter organised a webinar for the students on 8th March on the topic 'Virtual Industry Visit to Case New Holland'. The facilitator for the session was Mr. Sunil Kalyankar of virtual plant round, robotic technology.



Mr. Sunil Kalyankar during the virtual Visit

IMA Student Chapter organised another webinar for the students on 10th March on the topic 'The Art of Problem Solving' by Ms. Monika Khatwani, Life Coach, Author, Corporate Trainer and Mental Health Professional.



Ms. Monika Khatwani addressing the session



Speaker -Ms. Jasneet Kaur Bhalla

IMA Student Chapter organised a webinar for the students on 15th March on the topic 'Leadership 2021 Ignite Innovate Inspire' with Ms. Jasneet Kaur Bhalla, Life Skills Coach, Corporate Trainer, Motivational Speaker, L & D Specialist, Experiential Learning Evangelist, Delhi.

Contemporary Learning

Indore Management Association organised a session on 12th March on the topic '6S of Lean Management' by Mr. Milind Dhere, Six-Sigma Green Belt qualified and IATF-16949 Certified Internal Auditor.



Mr. Milind Dhere and participants during the session



Ms. Rishabha Arondekar addressing the participants

IMA organised a session on 26th March on the topic 'Financial Planning Process: When, Why, How & What?' The facilitator for the session was Ms. Rishabha Arondekar, Risk and Financial Management professional with over 20 years of professional experience.

Jamshedpur Management Association

Discussion with SMEs

Jamshedpur Management Association organised a virtual discussion on 5th March with small and medium entrepreneurs. The brain storming session was attended by leadership of around ten industries of the Adityapur area. The discussion was conducted by Secretary JMA, Mr. Amitabh Bhattcharjee.

Women's Day Celebration

Jamshedpur Management Association celebrated Women's day with two day online programme on 8th and 9th March on the theme 'Choose to Challenge'. On 8th March, a session was organised with eminent women achievers around the nation. The speakers were Ms. Syna Dehnugara, Chief Brand Officer at LetsVenture, Former Features Editor at CNBC-TV18; Ms. Varija Bajaj, Founder at Varija Lifestyles and Ms. Bindu Subramanian, Singer, songwriter, entrepreneur, author and music educator. They shared their personal views and stories on how being successful is matter of Mind-set and will and not constrained by challenges. 65 participants from different organisations participated in the event.



International Women's day by JMA



Panel discussion on 'Work from home for working women: a challenge or better work life balance'

An online panel discussion competition was held on 9th March on the topic 'Work from home for working women: a challenge or better work life balance'. JMA invited short write ups and best eight entries were shortlisted for the panel. The moderator of the event was Ms. Amrita Singh and both the sides of the panel expressed their opinions and views on the topic. Prof. Pramod Pathak, ISM-IIT Dhanbad declared the winners. Ms. Ankita Ghose, Tata Steel Bombay House and Mr. Devang Gandhi, Tata Steel Jamshedpur won the competition. The programme was attended by 35 participants from across the country.

World Water Day Celebration

JMA celebrated World Water Day 2021 with a webinar on 'Value of Water for a sustainable future' with speaker Dr. Hishmi Jamil Husain, Head Biodiversity, Corporate Sustainability, Tata Steel. Dr Husain shared the importance of water and ways to preserve in daily life in his insightful presentation. The session was attended by 20 participants from industry as well as educational institutes. The session was hosted by Ms. Asmita Salunkhe, Centrehead, JMA.



Webinar on 'Value of Water for a sustainable future'



MDP on Structural approach for Problem solving and Decision Making'

MDP

JMA organised a MDP on 24th March on 'Structural approach for Problem solving and Decision Making' for the professionals of Jamshedpur. Professor Durga Dutt Pathak was the trainer for the session. The training was attended by 46 different professionals from TSUISL, JCAPCPL, Tata Bluescope.

Workshop

JMA organised an online workshop on 'Campus to Corporate' from 24th to 27th March. Ms. Nidhi Srivastava was the facilitator for the workshop where she discussed the importance of team work, work place etiquettes, work place communication and focus on self-growth. Around 50 students from different institutes like XISS Ranchi, NSIBM Jamshedpur, NIT Jamshedpur, BACET, RVS College of Engineering and Technology attended the session. The workshop was hosted by Ms. Asmita Salunkhe, Centre head, JMA.



Online workshop 'Campus to Corporate'

Webinar

An Introductory session in Chatbot development using Python was conducted by Mr. Shikhar Mishra, Assistant Manager, Tata IQ. Mr. Mishra illustrated the procedure through short demos as well. The session was attended by 48 computer programming enthusiasts from various professional institutes.



Online workshop 'Campus to Corporate'



Young Manager Award by JMA

Young Manager Award

JMA organised the Young Manager Award programme in online mode on 31st March. Five teams from Tata Steel and Tata Steel Long products participated in the competition. The teams made presentations on the topic 'Are electric vehicles the future of mobility in Indian market?' Mr. Sourabh Gupta, Digital Programme Leader (APAC) and Director at Raytheon Technologies and Mr. Debasis Pradhan, Professor XLRI

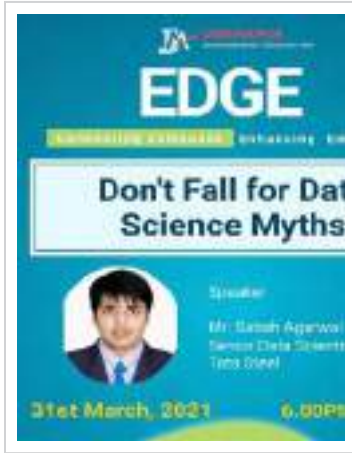
Jamshedpur were the judges for the competition. Mr. Ankur Gandotra and Mr. Harish Mahadasu, TSL won the competition. The session was hosted by Ms. Asmita Salunkhe, Centrehead, JMA and vote of thanks was presented by Mr. Amitabh Bhattcharjee, Hony Secretary, JMA.

Energy Efficiency Award

JMA organised the Energy Efficiency Award programme in online mode on 31st March to celebrate and recognise the young and emerging leaders in the field of energy. Candidates were asked to present their contributions in the respective organisations to maximize energy efficiency. Five candidates from Tata Steel, Tata Power and Tata Pigments participated in the event. The winners were awarded with certificates and gift vouchers. The competition was hosted by Ms. Asmita Salunkhe, Centre head, JMA and Mr. Asutosh, JMA managing team member thanked the judges and participants.



Energy Efficiency award by JMA



JMA organised an educational webinar on 31st March in busting the popular myths in the field of Data Science. Mr. Satish Agarwal, Senior Data Scientist at Tata Steel was the speaker for the session. The session was very interesting and interactive clearing the various bubbles in the area of data science. 20 students and professionals attended the session. The session was hosted by M. Vinay Kumar, Manager, JMA.

Webinar on 'Don't Fall for Data Science Myths'

Kerala Management Association

Startcon

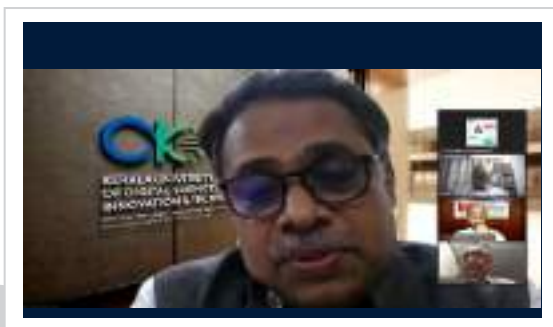
Kerala Management Association organised International Women's Day on 8th March with 2 lady startup icons, Ms. Sonia Mohandas, Co-founder and CEO, Waferchip Technosolutions Pvt Ltd and Ms. Ganga Raj, Co-founder and Director, I love 9 months were brought in conversation with Mr SR Nair, Past President. Mr. R. Madhav Chandran, President, KMA presided over the function and the vote of thanks was proposed by Lt. Jojob Jacob, Executive Director, KMA.



KMA office bearers with the panelist

LeaderTalks Session

KMA organised the Leader Talks session by Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation and Technology on 16th March on the topic 'Kerala Digital University – Hopes & Aspirations'. Dr. Gopinath stated that digital universities open up great possibilities in India. The event was presided over by Mr. R. Madhav Chandran, Programme Committee Chairman, Mr. S R Nair introduced the speaker and the vote of thanks was proposed by Mr. Jomon K George, Honorary Secretary.



Dr. Saji Gopinath during the session

KMA had a talk on 18th March on the topic 'Continuous learning and staying agile' by Prof. Vasanthi Srinivasan, Organizational Behaviour and HRM, IIM Bangalore under the Women Managers Forum. The session opened with an address by President, Mr. R Madhav Chandran. It was followed by an introduction of the speaker by Ms. Shalini Warriar and the vote of thanks was proposed by Honorary Secretary, Mr. Jomon K George.



Prof. Vasanthi Srinivasan interacting with Mr. R Madhav Chandran; Ms. Shalini Warriar and Mr. Jomon K George

Digital Summit 2021

KMA organised Digital Summit on 22nd March with the theme as New Paradigms - Progressing Digitally. The event was phygital and was virtually inaugurated by Mr. Mohammed Y Saifurulla, IAS, IT Secretary, Government of Kerala. The theme was presented by Mr. Mitesh Agarwal, CTO, Google India and the keynote address was done by Mr. Ajit Menon, CSO, Tata Consultancy Services. It was followed by a panel discussion, moderated by Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation & Technology and the panelists were Mr. Tapan Rayaguru, CEO, Kerala Startup Mission; Dr. Kuncheria P Issac, Director General, XIME Group and Ms. Anuradha Shenoy, DGM - Digital, BPCL - Kochi Refinery. The valedictory address was delivered by Mr. Rajiv Prakash, CEO of Deshpande Startups.



Mr. R Madhav Chandran, President, KMA lighting the lamp (L-R) Mr. A Balakrishnan, Vice President & Chairman, KMA Digital Summit; Mr. Dinesh Thampi, Past President, KMA; Ms. Anuradha Shenoy, DGM - Digital, BPCL - Kochi Refinery and Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation & Technology

KMA conducted another Leader Talks session on 25th March by Prof. Dr. T. T. Ram Mohan, IIM, Ahmedabad on the topic 'Bank Privatisation'. The event was presided over by Mr. R. Madhav Chandran and Program Committee Chairman Mr. S R Nair introduced the speaker and the vote of thanks was proposed by Mr. Jomon K George, Honorary Secretary.



Dr T. T. Ram Mohan during the Leader Talks

KMA revamped its website adding new user friendly features and also developed a new mobile App – KMA Connect where members can easily interact with other members.



Website and Mobile App



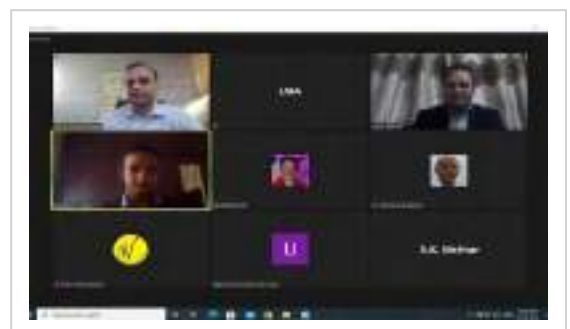
ISO 9001 : 2015 Certification

KMA went through a rigorous process of systematic audit where in the entire activities of KMA will now be process driven and quality assured and one among the few ISO certified LMA in the country.

Lucknow Management Association

Knowledge Sharing Session

LMA joined hands with NSDL and AWOKE India Foundation in organising an online knowledge sharing session on 5th March on 'National Pension System' with the speakers Mr Anup Agarwal AVP, NSDL, New Delhi and Mr Bhawani Singh from Mumbai. Mr Arun Kumar Mathur, Vice President, LMA welcomed and introduced the speakers. The session was moderated by Mr Pravin Kumar Dwivedi, Sr Vice President LMA and President, AWOKE India Foundation.



Session on 'National Pension System'

Online Session

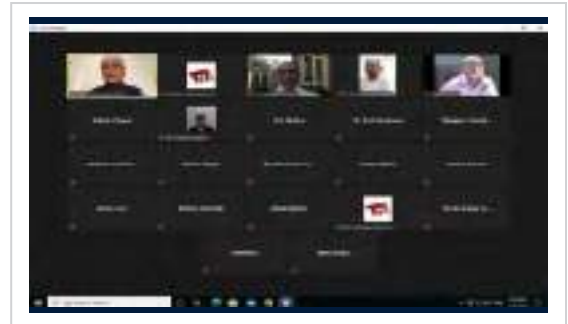
LMA in collaboration with TiE and Department of Business Administration, University of Lucknow organised a session on 6th March on 'Digital Marketing: Demystified' with Mr Qais Mujeeb, Founder, Ascezen Consulting Pvt Ltd and Mr. Rishi Singh, CEO, AwesomeSauce Creative. CA Devesh Agarwal, LMA-YMF coordinator was also present on the occasion.

LMA in collaboration with the Department of Business Administration University of Lucknow and Shri Ramswaroop



Online session on 'Digital Marketing: Demystified'

Memorial University organised an online session on 19th March on 'Job and career choices for success' by Mr. Venkat Changavalli, Leadership Mentor, Management Consultant, Trainer and Inspirational speaker. Mr Arun Kumar Mathur, Vice President, LMA welcomed and introduced the speaker.



Speaker and participants during the session



Webinar on 'Living Well with Kidney Disease'

Health Awareness Webinar

Lucknow Management Association in collaboration with Medanta Hospital Lucknow organised a Health awareness webinar on 'Living Well with Kidney Disease' on 11th March. The lead speaker was Dr. Abhijeet Kumar from Nephrology and Kidney Transplant Medicine, Medanta, Lucknow. It was attended by LMA members.

Online Interactive Session

LMA organised an online interactive session on 'Will Recent Farm Laws bring Rural Prosperity' on 13th March with the keynote speaker Mr. Siraj Hussain, Former Secretary, Agriculture Gol and currently Senior Fellow ICRIER in conversation with Prof Arvind Mohan, University of Lucknow and Prof. Kushankur Dey, Chairman, Centre for Food and Agri-business Management, IIM Lucknow. Mr A K Mathur, Vice President, LMA welcomed and introduced the speaker and also proposed the vote of thanks on the occasion.



Speakers and participants during the interactive session



Speakers and participants during the interactive session

LMA organised an interactive session on 31st March by Mr. Parmeswaran Iyer IAS (R) on his book 'Method in Madness' who was in conversation with Dr. Kavita Pathak, Director, Jaipuria Institute of Management, Lucknow and Mr. Alok Ranjan IAS (R) Former Chief Secretary, GoUP and Past President, LMA. Mr A K Mathur, Vice President welcomed and introduced the speaker. The interesting session was attended by LMA members and MBA students in large numbers.

Interactive Session

Lucknow Management Association joined hands with with FolkTales, Golden Future, The Creative Souls, Rotary Club of Lucknow Rajdhani, Keereos, Box Glue in organising an interactive session on 14th March on Impact and emerging trends post-Covid: the way forward, turning problems into opportunities. The eminent panelists were Dr. Varun Vidyarthi, Director, Manovadya; Dr. Manjula Goswami, Head, The Millennium School; Mr. Gaurav Prakash, Partner Universal Book Seller and Dr. Vinayak Mishra, Laparoscopic and Bariatric Surgeon. The session was moderated by Ms. Raj Smriti and Mr. Shobhit N. Agarwal members of LMA.



Speakers addressing during the Interactive session

Knowledge Sharing Webinar

LMA in collaboration with IMRT Business School and School of Management Sciences organised a knowledge sharing webinar on 15th March on 'Six Friends of Stress: Ways to Manage & Reduce Stress' with speaker Mr. Andrew Shepherd, the Founder of the brand: CLAREskills™. CLARE is an acronym for: Communication, Leadership, Accountability, Relationship and Empathy. CLARE skills™ facilitates Soft Skill Training, Coaching and Mentoring. The session was moderated by Mr A K Mathur, Vice President, LMA.



Mr. Andrew Shepherd addressing the participants



Speakers addressing the Online workshop

Online WEDP Workshop

Lucknow Management Association collaborated with the Department of Science and Technology Government of India for a 25 day online workshop on 'Women Entrepreneurship Development Programme from 15th March to 8th April. Mr Pravin Kumar Dwivedi, Sr Vice President, LMA was the Chief Guest and Ms Aparna Mishra, Founder, CafeBiz and LMA member was the keynote speaker in the inaugural session of the virtual workshop for women.

Pala Management Association

PMA conducted a webinar on 23rd March on the topic 'Future of Jobs'. Mr. Chintan Oza, PMP, ITIL, CSM, Global Thought leader, key note speaker and Vice President of PMI Mumbai Chapter gave a very informative presentation. He started off by saying that 65% of kids at preschool today would be employed in jobs that do not exist today. He presented a list of jobs which are not much heard of now and going to be of huge demand in the coming decades. The forward path is going to be adaptability, growth mind set, inquisitiveness, leveraging, innovation and transformation etc. The members and guests actively participated in the Q & A session followed by the presentation. The General Body meeting was held on 3rd March.

Palghat Management Association

Palghat Management Association organised a webinar on 25th March on help us to understand how meditation can help in managing stress at the work place and practising various meditation techniques. The session was presented by Mr M Sri Hari Nair, a seasoned professional with 40 years of industry experience across the globe. The session was well attended and received by PMA members.



Speaker and participants during the webinar

Quilon Management Association

Quilon Management Association conducted a webinar on 26th March titled 'COVID 19 Pandemic -An Overview'. The Chief Guest and keynote speaker was Dr. Roy Manuel, Government Victoria Hospital, Kollam. Er. Sreeraj. C, Secretary General, QMA, welcomed the members and the session was chaired by Dr. Riji G Nair, President, QMA. During his presidential address he introduced the topic and also highlighted QMA's future plans. Dr. Biju. K, Secretary, Programmes, QMA introduced the chief guest. Dr. Manuel made a detailed presentation covering the origin of COVID-19, its effects on human body and the importance of vaccination. Mr. Jayachandran, Treasurer, QMA made his concluding remarks and proposed the vote of thanks.



Webinar on 'COVID 19 Pandemic-An Overview' by Dr. Roy Manuel

Rohilkhand Management Association

Business Innovation and Development Programme

Rohilkhand Management Association will initiate an innovative incubator for business and industrial innovation and development. MOU was signed on 5th March by Administrative Head of IIM, Kashipur and President, Rohilkhand Management Association in presence of General body members and some interested prospective entrepreneurs. Necessary training for framing innovative business model and opening innovative enterprises will be imparted by IIM. Many members have registered their names for the training.



Administrative Head, I.I.M, Kashipur and President, RMA exchanging M.O.U signed by them with RMA and IIM team members

Meeting

RMA programme committee meeting was held on 23rd March and the following points were discussed and decided like prospectus for Incubation start up training course will be prepared and sent to prospective members and others for registration; management excellence message of harmonious inter personal relations, Holi Milan will be organised on 2nd April, if permitted by City Magistrate; special honour will be bestowed to visionary leader of RMA's immediate Past President, Mr. K.K Damaniji on 12th April for his outstanding contribution and RMA website will be created soon.



(L-R) Dr. Swatantra Kumar; Dr. Manish Sharma; Dr. Vinay Khandelwal; Mr. Qadir Ahmad; C.S. Ankit Agarwal; Dr. A.K. Rai & Dr. Neeraj Saxena during the programme committee meeting

Thrissur Management Association

TMA organised a National webinar on 'Transformation for Continuity' on 18th March with Chief Guest, Mr. Harsh Pati Singhania, President, AIMA, Vice Chairman and Managing Director, JK Paper Ltd. The Guest of Honour Ms. Rekha Sethi, Director General, AIMA also addressed the TMA Members on the topic 'Crisis as an Opportunity: Leading Revolutionary Change'. Er. Vinod Manjila, Sr. Vice President, TMA welcomed the chief guest and the participants and TMA President, Dr. V M Xavier gave the presidential address. Mr. K Paul Thomas,



Mr. Harsh Pati Singhania, President, AIMA, Vice Chairman & Managing Director, JK Paper Ltd addressing TMA members

Vice President, TMA introduced the chief guest and Mr. Pratap Varkey, Hon. Secretary, TMA gave the vote of thanks. The take away from the session was a great value addition for all those who have invested their time to be the part of the event. Around 106 people attended the session.



Ms. Rekha Sethi, Director General, AIMA addressing TMA members



Dr. V M Xaviour President, TMA & Mr. P K Vijayakumar, IRS, TMA MC Member during the EGM

Extraordinary General Meeting

An Extraordinary General Meeting of TMA was held on 1st March virtually for the adoption of proposed merger of ALERT academy with TMA. Around 40 members attended the meeting. The merger is a good opportunity for TMA to expand its activities. The main objective of ALERT Academy is to update the knowledge and skills of professionals of all categories in various fields by organising training and refresher courses making use of the services of eminent experts in the concerned disciplines.

Presidents Meet

TMA organised Presidents meet, an event for remembering and honouring Past Presidents of TMA on 9th March. During the function TMA honoured 18 Past Presidents and two Executive Directors of TMA. Around 42 members attended the event.

TMA also honoured CA Sony C L, Immediate Past president and Mr. Seejo Ponnore, Immediate Past Secretary for winning Runner Up in AIMA Best LMA - Category III award for 2019-2020. TMA president, Dr. V M Xaviour handed over a memento to CA Sony C L and Mr. Seejo Ponnore.



Honoring Past presidents of TMA



Honouring Executive Directors



TMA honored CA Sony C L Immediate Past President & Mr. Seejo Ponnore, Immediate Past Secretary

Webinar

Thrissur Management Association jointly with Bankers’ Club, Thrissur organised a National webinar on 17th March on Leadership in Adversity by Mr. Murali Ramakrishnan, MD and CEO, The South Indian Bank Ltd. Dr. V M Xaviour, President of TMA presided the meeting and Mr. Nishad Davis, Hon. Secretary, Bankers’ Club Thrissur welcomed all the members. Er. Vinod Manjila, Sr. Vice President, TMA introduced the chief guest and Mr. Pratap Varkey, Hon. Secretary, TMA proposed the vote of thanks. Around 115 members attended the programme.



Mr. Murali Ramakrishnan, MD & CEO, The South Indian Bank Ltd addressing TMA members



Mr. Shivan J K, MD & CEO, Dhanlaxmi Bank Ltd addressing TMA members

TMA jointly with Bankers’ Club, Thrissur organised a webinar on 24th March on ‘Establishment of ‘Bad Bank’: The Way Forward and Challenges’ by Mr. Shivan J K, MD and CEO, Dhanlaxmi Bank Ltd. Dr. V M Xaviour, President of TMA presided the meeting and Mr. Haresh Babu, Ex-President, Bankers’ Club Thrissur welcomed all the members. Mr. Seejo Ponnore, Immediate Past Secretary of TMA introduced the chief guest and CA. M Manoj Kumar, Students chapter Convener proposed the vote of thanks. The session was attended by 100 people.

TMA in association with Indo-American Chamber Of Commerce, Kerala organised a webinar on 29th March on 'The Labour Law Code on Wages 2019 & Social Security Code 2020'. Adv. C B Mukundan, President, Forum for Reforms in Corporate Laws and Adv. Binitha C Mukundan, Labour Law Consultant were the session speakers of the programme. Around 103 members attended the session.



Adv. C B Mukundan, President, FRICL addressing TMA



Adv. Binitha C Mukundan, Labour Law Consultant

Trivandrum Management Association

Webinar

Trivandrum Management Association organised a webinar on 5th March on 'A peep into a few blind spots of organisational growth' by Mr. Ganga Mohan P.N, Consultant and Coach, Coach Point through Zoom. The programme was well received and attended by the participants.



Webinar on 'A peep into a few blind spots of organizational growth'



Talk on 'Vaccines Post Covid 19: Towards Newgen Immunization'

TMA organised another webinar on 15th March on 'Vaccines Post Covid 19: Towards Newgen Immunization' by Dr. Sree Kumar. E MVSc, Phd, Head Molecular Virology & Scientist F, Rajiv Gandhi Centre for Biotechnology through Zoom. The programme was well informative and attended by the participants.

International Women’s Day

Trivandrum Management Association organised a webinar on 8th March in connection with International Women’s Day on ‘Women Safety in Cyberspace’ by Ms. Jancy Jose, Director, Strava Cyber Labs through Zoom and the programme was well received by the participants.



Webinar on ‘Women Safety in Cyberspace’



Talk on ‘Personal Transformation for Professional Growth’ by Dr. Kalpana Gopalan, IAS

Enlite Series for B-School Students

Trivandrum Management Association organised a student chapter enlite series for B-School students on 27th March on ‘Personal Transformation for Professional Growth’ by Dr. Kalpana Gopalan IAS, Ph. D, IIMB Additional Chief Secretary, Depts. of Animal Husbandry, Fisheries & Janaspandana - Public Grievances Government of Karnataka through Zoom. The programme was well received and attended by the HoD, faculty and students of TMA Student Chapters.

Vaikom Management Association

VMA organised a Google meet talk on 31st March on ‘Improving Personal Relation through Communication’ with Er A Saifuddin, Master Trainer and HR Consultant. The speaker enlightened the participants on the importance of realising their own ego state while communicating with others. The session was highly interactive and the participants’ queries were well answered by the speaker.



INTERNET MARKETING

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

PGCM IN DIGITAL MARKETING & STRATEGY

Approved by AICTE*

The digital technology and internet has emerged as a platform to facilitate global businesses and communication. Virtually, every organisation today is using some or the other digital/online marketing tools.

Leveraging the digital marketing tools, and technology to achieve the competitive advantage and building market lead, CRM and innovations is the main objective of the digital marketing strategy programme.

The programme is intended for Sales & Marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organisation and create business values.

*in ODL mode

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AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
National Leadership Conclave	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group & Sunil Kant Munjal Chairman, Hero Enterprise	Online	19-20 April 2021
Online Training on Harnessing Effective People Skills		Online	29 April 2021
eMDP – Simulation Based Business Acumen Workshop		Online	30 April 2021
Forty-First LeaderSpeak session	Dr Sam Pitroda Internationally respected telecom inventor, entrepreneur, development thinker, and policy maker Mr Harsh Pati Singhania President AIMA and Vice Chairman & Managing Director, JK Paper Ltd	Online	04 May 2021
Pragati – Celebrating Achievement of Women			19-20 May 2021
30th National Management Games		West Round East Round South Round North Round Grand Finale	02–05 June 2021 14–17 June 2021 21–24 June 2021 29 June–08 July 2021 10 July 2021
New Age Leadership Workshop		Online	3 July 2021
National Competition of Young Managers		East Round South Round West Round North Round Grand Finale	29-30 July 2021 05-06 August 2021 11-12 August 2021 18-19 August 2021 26th August 2021
National Management Convention		Online	22 – 23 September 2021

To view full calendar please visit www.aima.in

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